

BMW Group

U.S. Press Information

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Contact: Phil Dilanni
BMW of North America, LLC
phil.dilanni@bmwna.com

Mariella Kapsaskis
BMW of North America, LLC
mariella.kapsaskis@bmwna.com

BMW Group Completes \$1.7 Billion U.S. Investment and Premieres All New BMW X5 at “Home of X” Event in Spartanburg, SC.

- All New BMW X5 will be the first vehicle to be offered with five drivetrain options.
- BMW iX5 confirmed as first fully electric BMW to be assembled in the U.S. starting later this year.
- Newly appointed BMW Group Chairman of the Board of Management Milan Nedeljkovic: “Completion of our investments in Spartanburg and Woodruff demonstrates our confidence in the United States and reinforces South Carolina's role at the center of BMW Group's global operations.”
- By 2030, BMW Group will assemble at least six fully electric models in the United States.

Spartanburg, S.C. – June 30, 2026... BMW Group announced today the completion of a \$1.7 billion investment in its South Carolina operations. The company celebrated the milestone at the "Home of X" event at BMW Group Plant Spartanburg, reaffirming its longstanding commitment in the United States through continued investment and innovation leadership. With this milestone, BMW Group has completed the expansion of Plant Spartanburg and the construction of Plant Woodruff, establishing the foundation for the assembly of fully electric BMW vehicles in South Carolina. The United States remains one of BMW Group's most important markets and business ecosystems worldwide.

The event also marked the world premiere of the all new, fifth-generation BMW X5. BMW confirmed that the BMW iX5 will be the first fully electric BMW assembled in the United States, starting in late 2026.

"When we announced our investment plans for South Carolina in 2022, we made a clear commitment to the future of the BMW Group in the United States," said Milan Nedeljković, Chairman of the Board

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
200 BMW Drive
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwgroupna.com

of Management, BMW AG. "Today, we are delivering on that commitment. The completion of our investments in Plant Spartanburg and Plant Woodruff demonstrates our confidence in the United States and reinforces South Carolina's role at the center of BMW Group's global operations."

Together, Plant Spartanburg and Plant Woodruff form a highly integrated network supporting the future of BMW X model assembly and electrification in the United States.

Home of X.

Home of X recognizes the significant role the United States plays in BMW Group's global operations. South Carolina is the home of BMW Group's largest plant worldwide. For more than 50 years, BMW has maintained a strong commitment in the United States, growing its presence to nearly 30 locations across 12 states. Today, BMW Group's business activities in the U.S. support more than 120,000 jobs nationwide and contribute more than \$43.3 billion annually to the U.S. economy.

Established more than three decades ago, BMW Group Plant Spartanburg is the global center of competence for BMW X models. Since 1994, more than 7.3 million BMW vehicles have been assembled in South Carolina for customers in the United States and around the world. In 2025, 412,799 BMW X models were assembled at Plant Spartanburg – this marked the seventh time the plant has exceeded 400,000 units.

Approximately half of the plant's current production is exported to nearly 120 countries, helping to make BMW the leading automotive exporter in the United States by value. To date, nearly 3 million BMWs have been exported from the United States, valued at over \$113 billion.

The completion of BMW Group's \$1.7 billion investment in South Carolina represents the latest chapter in the company's longstanding commitment in the United States. Together, Plant Spartanburg and Plant Woodruff will enable the assembly of the next generation of BMW X vehicles, including fully electric models, while strengthening BMW Group's ability to serve customers around the world.

With two plants, over 400 suppliers, and many longstanding strategic partners across the country, the United States remains central to BMW Group's global strategy. This foundation supports future growth, innovation, electrification, and customer choice for decades to come.

All New BMW X5 Available in Five Drivetrains.

A centerpiece of the Home of X celebration was the world premiere of the all new BMW X5. The X5 established the premium Sports Utility Vehicle segment and became one of the most successful products in BMW history. Since 1999, over 3 million BMW X5 models have been sold around the world, a third of which were sold in the U.S.

Assembled at Plant Spartanburg for over 25 years, the all new BMW X5 becomes the first vehicle offered with five drivetrain technologies. The options span internal combustion, battery electric, plug-in hybrid electric, diesel and, soon, fuel cell electric powered by hydrogen. This breadth reflects BMW Group's technology-open approach and commitment to customer choice.

"Our strategic course remains unchanged. We will continue to pursue the same technology-open strategy that has made BMW successful and will continue to make us successful in the future," continued Nedeljković.

Plant Spartanburg will be the first plant in the BMW Group's global production network capable of assembling a single vehicle with five different drivetrain technologies on one assembly line, demonstrating the technology-open strategy at the highest level.

By offering a broad range of drivetrain technologies, BMW enables customers to select the vehicle that best suits their needs, driving habits, and preferences. This flexibility reflects BMW Group's conviction that multiple technologies will play an important role in the transition to sustainable mobility.

"The all new BMW X5 demonstrates our belief that innovation and customer choice go hand in hand," said Sebastian Mackensen, President & CEO, BMW of North America. "Our customers both in the U.S. and around the world will love the new BMW X5—and our technology-open approach puts them in the driver's seat to enjoy the performance and premium experience that define BMW, regardless of which drivetrain they choose."

BMW Group also confirmed that the BMW iX5 will be the first fully electric BMW vehicle assembled in the United States. Assembly is scheduled to begin at Plant Spartanburg before the end of 2026

The announcement represents another important milestone in BMW Group's electrification strategy. It fulfills a key commitment made as part of the company's 2022 investment announcement. By 2030, BMW Group will assemble at least six fully electric BMW models in the United States, supported by locally assembled high-voltage batteries from Plant Woodruff.

"The future of BMW X models will continue to be shaped in South Carolina," said Dr. Robert Engelhorn, President & CEO, BMW Manufacturing Co. "From highly efficient combustion engines and plug-in hybrid systems to battery-electric and future hydrogen-powered vehicles, Plant Spartanburg will be able to assemble a broad range of drivetrain technologies for customers in the U.S. and around the world. This flexibility of Plant Spartanburg and our global production network strengthen our resilience, supports customer choice, and enables us to meet customer demand at any level."

Digitalization and AI in Production: Key Principles of BMW iFACTORY are implemented at Plants Spartanburg and Woodruff.

The BMW iFACTORY concept defines the BMW Group's strategic vision for the future of its global production network, driven by efficiency, sustainability, and digitalization. Both at Plant Spartanburg and Plant Woodruff, the guiding principles of the BMW iFACTORY are already a reality.

Smart automation, end-to-end data integration, and virtual planning form a highly connected production system — with a highly skilled workforce at its core. Using digital twins, processes in both plants are optimized long before the first component reaches the assembly line. Using 3D virtual simulations enables seamless implementation, reduces complexity, and enhances workflows and ergonomics for associates.

Artificial intelligence is deeply anchored in the assembly of both plants. AI-supported applications, including self-correcting robotics and vision-based quality controls, help ensure consistently high standards in a dynamic manufacturing environment. At both plants, AIQX (Artificial Intelligence Quality Next), an in-house IT platform at the BMW Group, is being applied. AIQX uses sensors and camera systems along the production line to automate quality processes. AI evaluates the data and provides real-time feedback to employees on the line.

At the same time, Plant Spartanburg is advancing the next stage of innovation through physical AI. By utilizing humanoid robots from Figure AI, Plant Spartanburg has become a pioneer of BMW's Physical

AI Initiative. These applications support associates in physically demanding and repetitive tasks, enabling greater focus on precision, craftsmanship, and quality that define every BMW vehicle.

At Plant Woodruff, the BMW Group is deploying intelligent, next-generation manufacturing powered by cutting-edge technologies—first proven in virtual environments. Following the BMW iFACTORY principles, the new plant also reduces complexity and sets new standards in high voltage battery assembly. Following the “Cell-to-Pack” principle, the cells are assembled directly into the housing without the former processes of cell coating and cell module production.

All in all, innovative technologies at both plants support and protect people. In doing so, digitalization enhances production performance, resilience, and the flexibility and adaptability needed to meet the mobility demands of today and tomorrow.

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BMW Group in the United States.

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group’s business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company’s U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 359 BMW retailers, 139 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. Taken together, BMW Group’s business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

For more information about BMW Group’s business and products in the U.S., please visit: [PressClub USA](#).

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