

BMW Group

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

Luke Parker
BMW of North America, LLC
luke.parker@bmwna.com

BMW brings modern mobility to the Sony Pictures film “Spider-Man™: Brand New Day”.

- In the new Sony Pictures film “Spider-Man™: Brand New Day”, BMW is taking advanced mobility to the big screen.
- The collaboration links the BMW brand with one of the world’s most successful film franchises.
- The BMW iX3, the first model in the Neue Klasse, and the BMW 5 Series Sedan with its future-forward technologies deliver compelling performances.
- To mark the film’s premiere on July 27, 2026, the BMW iX3 Flow – Spider-Man Brand New Day will make its debut with a dynamic digital exterior.
- BMW drivers will be able to access a special Spider-Man™ animation on their Control Display – provided the BMW is equipped with the relevant features – from the film’s premiere until 10 August.

Los Angeles – July 28, 2026. “Spider-Man™: Brand New Day”, the latest installment in one of the world’s most successful film franchises, will be released exclusively in cinemas on July 31, 2026. Key parts are played by the new BMW iX3, the first Neue Klasse model, and the BMW 5 Series Sedan. Both vehicles are not only visible, but woven into the plot of the new film, enabling them to connect with a global fan base. The partnership underlines the BMW commitment to combining innovation, technology and cultural relevance.

Spider-Man™ is one of the world’s most popular superheroes, and the films attract a cross-generational audience of millions. Unsurprisingly, the latest installment is generating a great deal of attention. The official trailer alone set a new benchmark, becoming the first movie trailer to surpass one billion views in four days.

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

Bernd Körber, Senior Vice President BMW Brand and Product Management, says: “The launch of the Neue Klasse and Spider-Man™: Brand New Day could not be more fitting. Both stand for a bold new beginning and the confidence to shape what comes next. We are proud to accompany this new Spider-Man™ chapter with the BMW iX3, our first model of the Neue Klasse.” A new BMW era joins forces with a “Brand New Day”.

The BMW iX3 and BMW 5 Series embody the sheer driving pleasure associated with the brand. They also put a spotlight on advanced vehicle technologies such as the BMW Panoramic Display, innovative driver assistance systems, the panoramic glass sunroof and the outstanding driving dynamics delivered by the Sport Mode. The Neue Klasse models such as the BMW iX3 represent the dawn of a new era at BMW – one that is perfectly showcased in “Brand New Day”.

A new chapter for Spider-Man™.

Four years after the events of “Spider-Man™: No Way Home”, a new chapter begins for Peter Parker and his alter ego, Spider-Man™: life as an adult, voluntarily erased from the memories and lives of his loved ones. He continues to fight tirelessly against crime in New York, a city that no longer knows who he is. But the weight of responsibility has its consequences – triggering a mutation that could prove fatal to him. At the same time, a mysterious spate of crimes leads to the greatest threat Spider-Man™ has ever faced.

The film is based on the Marvel comic by Stan Lee and Steve Ditko. “Spider-Man™: Brand New Day” was directed by Destin Daniel Cretton, with a screenplay by Chris McKenna, Erik Sommers and Justin Kuritzkes. The cast includes Tom Holland, Zendaya, Sadie Sink, Jacob Batalon, Jon Bernthal, Tramell Tillman, Michael Mando and Mark Ruffalo.

Meet the BMW iX3 Flow – Spider-Man Brand New Day.

With the BMW iX3 Flow – Spider-Man Brand New Day, BMW has produced a unique one-off vehicle to celebrate the new Spider-Man™ movie. This special BMW iX3 was developed in close collaboration with Sony/Marvel and transfers the visual world of Spider-Man™ to the vehicle's exterior. Using dynamic graphics and full-color E Ink Prism™ elements, it brings the title character to life. Inspired by Spider-Man's™ moves, energy and cinematic universe, the animated exterior transforms the vehicle into a part of the story itself: bold, agile and full of character. Following the premiere, the BMW iX3 Flow – Spider-Man Brand New Day will be on display at BMW Welt in Munich until September.

Exclusive Spider-Man™ animation available in many BMW vehicles.

To celebrate the partnership with Spider-Man™: Brand New Day, BMW has a special surprise for its

drivers. The Spider-Man™ Animation will be available (in participating markets) to all customers with suitably equipped vehicles from July 27 to August 10. Starting the car brings up a special banner in the Control Display. Clicking on it then activates the Spider-Man™ animation, comprising a full-screen festive animation in the Control Display with aptly chosen backing music and an accompanying light show courtesy of the ambient lighting system. These festive animations will be available in more than 70 countries worldwide for vehicles equipped with the relevant optional equipment and BMW Operating System 7, 8, 8.5, 9 or BMW Operating System X, as well as a production date after 7/2020.

Campaign featuring the teaser film “The Big Screen” brings together the worlds of BMW and Spider-Man™

The teaser film “The Big Screen” centers on a father and son watching the news about Spider-Man™ while their BMW iX3 is charging. When the boy suddenly spots the superhero on a skyscraper, his father initially thinks it’s just a bit of Spider-Man™ graffiti. But seconds later, Spider-Man™ actually lands on the hood of the BMW before returning to his mission. With a confident smirk, the son says to his father: “Told you.” The car’s features blend seamlessly into the plot, supporting the story rather than taking center stage. The result is far more than a traditional co-branding exercise: it’s a campaign that combines entertainment with innovation, the thrilling, action-packed world of Spider-Man™ with the new BMW models. Filmed in London with Spider-Man™ stunt double Luke Scott, the teaser was directed by the duo Hot Icarus and produced by Parasol Island. Jung von Matt Hamburg developed the campaign in collaboration with BMW. The global entertainment collaboration was developed in partnership with UEG, BMW’s global lead entertainment agency.

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BMW Group in the U.S.

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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