

BMW

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The new BMW 3 Series.

- The eighth-generation BMW 3 Series enters the Neue Klasse era with the fully electric BMW i3, alongside efficient gasoline models with 48V mild-hybrid technology.
- The BMW i3 50 xDrive combines 463 hp, dual-motor all-wheel drive and an estimated range up to 468 miles; 400-kW DC fast charging can add up to 208 miles in 10 minutes¹.
- The 437-hp BMW M350 xDrive is the gasoline-powered flagship, accelerating from 0–60 mph in 3.9 seconds and adding the new rear-wheel-drive Drift Moment feature.
- BMW Panoramic iDrive comprises BMW Panoramic Vision, an available BMW 3D Head-Up Display, a 17.9-inch Central Display, and BMW Operating System X.
- A unified Neue Klasse design spans electric and gasoline BMW 3 Series models, while available SAE Level 2 driver assistance includes attentive hands-free highway driving at up to 85 mph.

Woodcliff Lake, NJ – September 29, 2026... The eighth-generation BMW 3 Series brings the model into the Neue Klasse era with an all-new design, advanced digital technology, and a choice of fully electric or gasoline powertrains. Building on more than five decades of BMW 3 Series success, the new generation delivers a major technological step forward while preserving the model's signature sporting character.

The new BMW i3 debuts as the first fully electric BMW 3 Series built on the Neue Klasse

¹ Preliminary range estimates based on BMW AG testing using EPA test procedures.

architecture. It is joined by new BMW 3 Series gasoline models featuring efficient internal combustion engines with 48V mild-hybrid technology. At the top of the gasoline range, the BMW M350 xDrive combines M Performance capability with a BMW inline six-cylinder engine.

Together, the fully electric BMW i3 and gasoline-powered BMW 3 Series models demonstrate BMW's technology-open approach, offering customers distinct powertrain choices within one model family.

Base MSRPs (all require \$1,350 destination and handling):

- 2027 BMW 330 \$49,900
- 2027 BMW 330 xDrive \$51,900
- 2027 BMW M350 xDrive \$65,900
- 2027 BMW i3 50 xDrive \$61,500

BMW 3 Series exterior design: modern, dynamic and consistent across electric and gasoline models.

The new BMW 3 Series brings the clear, expressive Neue Klasse design language to every powertrain variant. Crisp lines, sculpted surfaces, and reduced detailing create a modern exterior, while classic BMW sports-sedan proportions preserve the model's unmistakable identity and dynamic character.

Slightly larger than its predecessor, the new BMW 3 Series retains the agile proportions of a compact BMW sports sedan across all powertrain variants. Wider front and rear tracks further emphasize its broad, planted stance.

Differences in vehicle architecture require slight variations in exterior dimensions, wheelbases, overhangs and track widths between the fully electric BMW i3 and gasoline-powered BMW 3 Series models.

BMW 3 Series exterior profile: 2.5-box design, long wheelbase and short overhangs.

The new BMW 3 Series expresses the model's familiar sports-sedan character through a modern 2.5-box design. A long wheelbase, short overhangs, and precisely sculpted surfaces create athletic proportions, while the aerodynamically optimized body combines elegance with a dynamic stance.

Muscular wheel arches, a set-back greenhouse, and short overhangs reinforce the sporting profile of the new BMW 3 Series. A low character line visually lowers the car's center of gravity, while the flared rear wheel arches emphasize its broad shoulders and planted stance.

Concealed window seals create clean transitions between the glass and body surfaces. On the fully electric BMW i3, hidden seals give the side view a precise, modern appearance; on gasoline-powered BMW 3 Series models, the vertical seals are integrated behind the window recess finisher strip.

Flush-fitting door handles extend automatically when approaching the new BMW 3 Series, preserving the smooth body surfaces while providing convenient access.

BMW 3 Series front-end design: Neue Klasse geometry, horizontal lighting and optional M Yellow Lights on M Performance models.

All new BMW 3 Series models feature a distinctive, modern interpretation of the Neue Klasse face. The BMW kidneys, twin headlights and front-mounted sensors form a single visual unit, combining geometry and light with precise detailing that emphasizes the car's width.

The horizontal light signature extends almost across the full width of the front end. On each side, pairs of vertically arranged daytime driving lights with an integral turn-signal repeater function give the familiar BMW four-eyed face a modern appearance.

The new M Yellow Lights give M Performance models such as the BMW M350 xDrive a distinctive sporting presence. Inspired by GT racing cars and the BMW M Hybrid V8, these front-end light icons are optional on the new M Performance model.

The BMW-typical "sharknose" design gives the front end of every BMW 3 Series model a forward-leaning profile, emphasizing its sporty, agile character. The BMW badge is positioned in the "valley" above the BMW kidneys.

With the Iconic Glow option, precise contour lighting adds visual depth to the BMW kidneys and provides three dynamic light animations. The BMW 3 Series M Performance models include the BMW Iconic Glow exterior package as standard.

BMW Iconic Glow exterior package: customizable Welcome Light Animation effects.

As the driver approaches, the new BMW 3 Series comes to life with a coordinated lighting sequence. The Welcome Light Animation begins outside the vehicle and continues into the interior, with welcome and goodbye animations that vary according to the car's specification.

The BMW Iconic Glow exterior package offers three light effects—Balanced, Relaxed, and Excited—allowing BMW 3 Series owners to select the Welcome Light Animation to their personal tastes.

BMW 3 Series rear-end design: sculpted shoulders and a horizontal light signature.

The modern, dynamic design language of the new BMW 3 Series continues at the rear. Athletically sculpted shoulders frame a deeply inset greenhouse, while prominent wheel arches emphasize the sedan's width and planted stance across all drivetrain variants.

The markedly horizontal rear lights extend deep into the pronounced shoulders and feature a new three-dimensional light signature. Two light elements on each side reinterpret the familiar BMW L-shape, reinforcing the distinctive character of the BMW 3 Series. Mirroring the approach at the front, the BMW badge is positioned in the "valley" between the rear lights.

The BMW M350 xDrive M Performance model includes a rear spoiler as standard. Together with the characteristic quartet of exhaust tailpipes, it creates a clear visual link to racing-car design.

BMW 3 Series wheel options: alloy and aerodynamic wheels for electric and gasoline models.

The fully electric BMW i3 comes standard with 19-inch light-alloy wheels. Customers can choose from eight alloy or aerodynamic wheel designs in sizes ranging from 19 to 21 inches.

Gasoline-powered BMW 3 Series models offer light-alloy wheels in sizes 19 and 20 inches. All come with 19-inch wheels including the BMW M350 xDrive, which is fitted as standard with Style 1139 M light-alloy wheels in bi-color Jet Black.

BMW 3 Series exterior colors: exclusive Le Castellet Blue metallic and up to eleven launch finishes.

The new BMW 3 Series will offer eleven exterior colors at launch. The new Le Castellet Blue

metallic is an exclusive finish available across all BMW 3 Series variants, alongside a range of solid, Frozen and metallic options. The palette will expand during 2027 with a broad selection of BMW Individual paint finishes.

BMW 3 Series M Sport package: M-specific exterior design and braking components.

The M Sport package is available as an option for the new BMW 3 Series and comes standard on BMW M Performance models. Its M-specific design features include body-color side skirts on gasoline-powered BMW 3 Series models.

The package also includes the M Aerodynamics package with model-specific bumpers, side skirts and an M-specific diffuser. M Sport brakes with blue calipers are available as an optional upgrade within the M Sport package.

BMW 3 Series M Sport Professional package: exclusive exterior details and M Sport brakes in red.

The optional M Sport Professional package enhances the sporting character of every new BMW 3 Series powertrain variant. Exclusive equipment includes black exterior mirror caps, a black rear spoiler and M Sport brakes with red calipers.

BMW i3 M60 xDrive: M-specific lighting and available 21-inch aerodynamic wheels arriving in 2027.

Scheduled to premiere in 2027, the BMW i3 M60 xDrive features an M-specific front-end area light graphic and the new optional M Yellow Lights, consistent with other BMW 3 Series M Performance variants. A slightly slimmer, linear rear-light graphic further distinguishes the model. Exclusive 21-inch Style 1067M aerodynamic wheels will also be available.

BMW 3 Series interior: modern, inviting and focused on the driver.

The Neue Klasse design language defines the high-quality interior of the new BMW 3 Series. A modern, sporty and inviting cabin uses simplified design to focus attention on essential elements. BMW Panoramic iDrive with BMW Operating System X reimagines BMW's established driver orientation and digital user experience. Differences in vehicle architecture result in minor interior variations among the BMW 3 Series powertrain variants.

BMW 3 Series cabin: wraparound design, driver orientation, and digital personalization.

The interior of the new BMW 3 Series presents a vivid expression of the Neue Klasse design

language. Its future-focused, dynamic and airy design introduces a new approach to driver orientation and user interaction, while geometry, light and sound work together throughout the cabin. Coordinated ambient lighting and graphics on the Central Display and BMW Panoramic Vision integrate digital and real-world content.

The free-cut Central Display is angled slightly toward the driver, reinforcing the BMW-typical driver orientation. Forward-slanting lines flow from the doors into the instrument panel, creating a sporty wraparound effect for the driver and passengers.

BMW My Modes allow customers to personalize the vehicle's lighting, sound, displays, and drive system according to their preferences.

A large panoramic glass sunroof with climate comfort glazing is fitted as standard and creates a light-filled sense of space in the new BMW 3 Series.

BMW Panoramic iDrive: four display and control elements advance BMW driver orientation.

BMW Panoramic iDrive in the new BMW 3 Series combines four component elements in a unified display and operating system: BMW Panoramic Vision, the available BMW 3D Head-Up Display, the newly designed multifunction steering wheel, and the Central Display.

BMW Panoramic Vision projects driving-related information into the driver's line of sight, while the optional BMW 3D Head-Up Display presents additional content directly in view. This layout eliminates the need for separate cockpit displays behind the redesigned steering wheel.

For the first time in a BMW 3 Series, the steering wheel features a central spoke in its upper section and pronounced thumb rests. Its multifunction buttons support intuitive operation in keeping with the established BMW principle of "hands on the wheel, eyes on the road."

Positioned immediately beside the steering wheel, the 17.9-inch Central Display features a free-cut design and is angled toward the driver to reinforce BMW's traditional driver focus.

BMW 3 Series steering wheel options: M, sport and BMW Individual designs.

The BMW M350 xDrive and all BMW 3 Series M Performance models come standard with the M steering wheel. Its distinctive design features a flattened rim and spokes positioned at four and eight o'clock. The M steering wheel is also available for other BMW 3 Series models as an

alternative within the M Sport package or as part of the M Sport Professional package.

A white BMW Individual steering wheel with a central upper spoke is available exclusively with the Contemporary interior in Digital White. All steering wheels offered on gasoline-powered BMW 3 Series models include shift paddles as standard.

BMW 3 Series seats: standard comfort and optional multifunction features.

The standard seats in all new BMW 3 Series models combine a high level of comfort with secure lateral support. Electric adjustment with memory function is standard, as is the backrest-mounted Travel & Comfort System for rear-seat passengers. Seat-adjustment controls are integrated into the respective door panels.

Optional multifunction seats are available for all new BMW 3 Series models and add lumbar support and backrest-width adjustment. In the fully electric BMW i3, the multifunction seats also include a massage function; in the internal-combustion-engine variants, they include seat ventilation.

BMW M Sport seats: optional on the BMW M350 xDrive with illuminated M logos.

M Sport seats are optionally available on the high-performance BMW M350 xDrive. Pronounced side bolsters provide secure lateral support, while an illuminated M logo in the upper section of each seat backrest is visible from outside the vehicle through the windshield and side windows.

BMW 3 Series controls and climate comfort: intuitive physical controls and available three-zone automatic climate control.

The new BMW 3 Series features electrically operated door openers for the front and rear seats. The center console includes a storage tray with inductive smartphone charging with a magnetic holder and physical controls for the parking brake, rear-window defroster, hazard warning lights and audio volume, along with the transmission selector.

All new BMW 3 Series models come standard with two-zone automatic climate control and electrically adjustable air vents with a QuickSelect shortcut access to 'direct' or 'indirect' airflow. Three-zone automatic climate control and heated rear seats are available optionally.

BMW 3 Series audio systems: standard seven-speaker hi-fi and available Harman Kardon sound with Dolby Atmos.

All new BMW 3 Series models come standard with a seven-speaker, 205-watt hi-fi system, except the M Performance models, which include a Harman Kardon hi-fi system as standard.

The available Harman Kardon sound systems add more speakers and greater output, along with Dolby Atmos support for compatible audio. Dolby Atmos creates an immersive three-dimensional soundstage, positioning individual sounds throughout the cabin with greater clarity, depth and detail.

BMW 3 Series interior designs: three coordinated material and color themes.

The new BMW 3 Series offers three interior designs with coordinated materials and color schemes that reflect the car's overall character: Contemporary, BMW M, and BMW Individual.

The Contemporary interior features Veganza seat coverings in Digital White, Castanea, Agave Green, or Black. The BMW M interior also uses this high-quality, leather-like material, pairing Black Veganza with M PerformTex; BMW M Sport seats can also be specified on M Performance models.

The BMW Individual interior offers exclusive Merino leather in Black. Optional BMW M Sport seats are available in Black for M350 xDrive or Adelaide Grey for the fully electric BMW i3 M60 xDrive.

BMW 3 Series display and operating system: BMW Panoramic iDrive with BMW Operating System X.

The new BMW 3 Series advances BMW's established focus on intuitive operation and ergonomics with BMW Panoramic iDrive and BMW Operating System X. The integrated display and operating system present relevant information in the appropriate place and at the appropriate time, using ergonomically optimized physical and digital controls. BMW has filed patent applications for many of the display and operating-system innovations in the BMW 3 Series.

BMW Panoramic Vision projects relevant content across the full width of the lower windshield area. It is complemented by the touch-controlled 17.9-inch Central Display in free-cut design, the optional BMW 3D Head-Up Display and the multifunction steering wheel with shy-tech controls. Wireless Apple CarPlay and Android Auto™ integration is standard.

The BMW Intelligent Personal Assistant enhances convenience, personalization and voice

control in the new BMW 3 Series and can provide proactive suggestions. Large language model technology (LLM, Alexa+), a form of generative AI, enables more natural spoken dialogue, intuitive exchanges and access to external knowledge bases.

BMW Panoramic iDrive with BMW Operating System X: integrated displays and intuitive driver-focused controls.

BMW Panoramic iDrive is designed around the interaction between the driver and the vehicle. By integrating displays, controls and software, it creates an intuitive, convenient and ergonomic operating system that presents relevant information at the appropriate time.

BMW Panoramic Vision: full-width windshield display keeps key information in the driver's line of sight.

BMW Panoramic Vision projects information across the full width of the lower windshield and remains visible when the driver wears polarized sunglasses. Driving information appears clearly within the driver's field of view without obstructing the road ahead. Content in the center and front-passenger areas can be personalized and viewed by all occupants.

Optional BMW 3D Head-Up Display: spatial navigation and driver-assistance information projected into the driver's line of sight.

Positioned above BMW Panoramic Vision, the optional BMW 3D Head-Up Display projects selected content directly into the driver's line of sight. Its spatial presentation can show navigation guidance and information from driver-assistance systems with greater precision. Content is coordinated with BMW Panoramic Vision to create a consistent, clearly structured display experience.

BMW 17.9-inch Central Display: free-cut design, matrix backlighting and QuickSelect touch control.

The 17.9-inch Central Display is an essential control element of BMW Panoramic iDrive. Matrix backlight technology delivers sharp graphics and excellent readability in all lighting conditions. Its free-cut design enables ergonomic positioning, with the display angled toward the driver in traditional BMW style. An improved menu structure with QuickSelect supports simple, intuitive touch control.

Widgets in the Central Display menu can be transferred to BMW Panoramic Vision by drag and drop, with up to six arranged freely. In addition to familiar formats, larger widgets are available for the first time and can be placed in the central area or elsewhere in BMW Panoramic Vision to display selected content more prominently. Views can be selected through the Central

Display or the multifunction steering wheel.

Intuitive operation with new multifunction steering wheel featuring shy-tech controls.

The multifunction steering wheel employs the shy-tech principle, meaning the controls on the left side for driving assistance and parking functions are only illuminated when available. The infotainment controls, meanwhile, provide haptic feedback. The clear partitioning into assistance, parking and infotainment functions lends itself to safe, intuitive operation, with no need for drivers to take their eyes off the road.

BMW Operating System X: Android-based architecture, continuous updates and extensive personalization.

BMW Operating System X is the intelligent platform behind the display and operating system and supports the software-defined vehicle (SDV) approach. Based on the Android Open Source Project (AOSP), its architecture enables extensive updates and upgrades, helping the system remain current over time while supporting the continuous addition of functions and digital services. BMW Operating System X manages all interaction elements and presents information consistently and contextually for the situation at hand.

BMW Operating System X offers extensive customization of content, widgets, and displays. Users can select colors, display schemes and background images, including personal pictures uploaded to the Central Display through the My BMW App. If desired, interface colors across all displays can automatically adapt to the selected image. Personal mode provides additional options for customizing displays, interactions and vehicle settings, while My Modes including Sport, Efficient, and Silent offer further personalization.

BMW ID enables a personalized experience with BMW Operating System X. Up to seven users can sign in with individual settings. Before departure, the Central Display automatically greets the driver by name and can also show a personal profile picture.

BMW Intelligent Personal Assistant: natural voice control enhanced by Amazon Alexa+ AI technology.

BMW Panoramic iDrive combines touch, haptic and voice interaction. The BMW Intelligent Personal Assistant allows drivers to control numerous vehicle functions, enter navigation destinations and select media content using natural language, without defined voice commands.

The self-learning BMW Intelligent Personal Assistant is a core element of BMW Operating System X in the new BMW 3 Series. Drivers can activate it by saying “BMW” or pressing a button on the steering wheel’s right-hand control panel. The assistant can control the windows, climate system, seating-comfort functions, phone calls, and in-car entertainment as well as open function menus and operate certain apps.

Amazon Alexa+ expands these capabilities through large language model technology (LLM), a form of generative AI that supports more natural dialogue and can formulate responses. The integration provides access to external knowledge bases, cloud-based services and media content while retaining control of vehicle functions. Linking an Amazon account enables music search and streaming, news updates and access to additional content.

The BMW Intelligent Personal Assistant can also provide proactive suggestions based on usage patterns and other factors. BMW Operating System X expands this capability by considering additional context, including the driving situation, environmental analysis and interior sensing.

The Routines function allows drivers to teach the assistant preferred combinations of actions for particular conditions. For example, steering-wheel heating, seat heating and the defrost function can be grouped into a routine and activated automatically or semiautomatically at the start of a winter journey. Drivers can also create personalized routines based on factors such as the current situation, seat occupancy, time and temperature.

BMW 3 Series in-car entertainment: apps, video and gaming with Amazon Prime Video.

BMW Operating System X offers an expanded portfolio of apps, video and gaming for in-car entertainment. Unlimited data for this content is included with the BMW Digital Premium package. Alternatively, customers can connect through a smartphone mobile hotspot or Wi-Fi network.

The BMW 3 Series provides access to the Video app, powered by TiVo™, with a growing range of news and live and on-demand streaming services. Video can be viewed on the Central Display when the vehicle is parked. Customers can sign in with existing accounts and resume movies or series from where they stopped at home. The Video app will become available across all BMW ConnectedDrive markets during 2026, and Amazon Prime Video will join the digital entertainment offering in the second half of 2026.

The AirConsole app included with BMW Operating System X offers in-car games adapted for passengers, including UNO® Car Party! and Mattel's Hot Wheels: Xtreme Overdrive™. Smartphones serve as controllers, allowing passengers to play together or compete against one another.

The newly available Boosteroid app brings cloud gaming to BMW vehicles, including blockbuster titles and popular racing games such as Forza².

Additional in-car entertainment games and apps are available through the BMW ConnectedDrive Store. Selected games support Bluetooth controllers for standard game consoles. The store already offers more than 60 apps worldwide in categories including music and audio, entertainment, gaming, news, and travel, with further additions planned.

BMW Digital Premium: entertainment, security, navigation and connected upgrades.

The optional BMW Digital Premium package includes Security Assistant functions designed to provide greater peace of mind. Attempted thefts and parking collisions trigger push notifications in the My BMW App. Following an accident, BMW Drive Recorder makes exterior footage available in the vehicle for export to a mobile phone, while the anti-theft and parking-collision recorder can create automatic video recordings. Optional Remote Inside View and Remote 3D View functions allow customers to check the cabin and the vehicle's immediate surroundings through the My BMW App.

BMW Digital Premium also offers M-specific in-car apps with access to technical vehicle signals, driving-dynamics data and additional media content. The M Cockpit app allows customers to create individually configured dashboards with real-time data, the M Drag Meter displays acceleration data, and the M Channel provides motor-racing videos and exclusive insights into BMW M.

BMW Digital Premium includes the data required for entertainment functions, eliminating the need to connect through a smartphone hotspot or Wi-Fi network. The vehicle's 5G-ready telematics system supports optimal streaming speeds.

The package can be activated as desired and is designed for ongoing upgrades. New features and services can be added over time to keep the digital user experience current and

connected.

BMW ConnectedDrive Upgrades allow additional digital products and services to be added after purchase. Most upgrades offer a free trial period and, depending on the product, can be activated for the vehicle's lifetime, one year or one month. They are available through the BMW ConnectedDrive Store online, in the My BMW App or directly from the vehicle.

The BMW ConnectedDrive Store is the central destination for obtaining third-party apps, activating BMW ConnectedDrive Upgrades and managing existing activations.

Software Updates help keep the BMW 3 Series current. BMW Operating System X introduces enhanced update capabilities and processes, with automatic installation available if desired.

BMW Maps navigation: real-time traffic, Google Places, charging-optimized routes and driver-assistance visualization.

BMW Digital Premium expands BMW Maps with real-time traffic information, satellite views, 3D building models and proactive tips for accurate, anticipatory route planning. More detailed parking information is also available. For the first time, Google Places supplements BMW Maps search results and points of interest, improving their quality, completeness and currency while adding information such as reviews and images. If an entered destination exceeds the vehicle's current range, the cloud-based navigation system calculates a charging-optimized route (see chapter on Charging).

BMW Maps with driver assistance²: integrated 3D navigation and SAE Level 2 system visualization.

On models equipped with the optional Highway Assist, the full-screen BMW Maps view on the Central Display shows the driver's vehicle and surrounding objects detected by the sensor system directly on the 3D navigation map. High-precision mapping positions the vehicle accurately within the available lanes. For the first time, relevant navigation and driver-assistance graphics are combined on one screen, allowing drivers to compare the actual driving situation with the vehicle's interpretation at a glance. The integrated view shows how navigation guidance and driver assistance work together, increasing confidence in the advanced Level 2 functions and making the display easier to follow.

² The BMW Maps with driver assistance feature is only available in conjunction with the Highway Assist in selected cities and on certain roads. Availability is gradually being expanded.

Developed in-house by BMW, BMW Maps with driver assistance uses navigation data and mapping technology from Mapbox. Its integration of navigation, 3D map display and driver assistance differentiates BMW Maps in international markets for intelligent vehicle guidance.

BMW 3 Series drive systems and battery: electric and gasoline powertrains combine efficiency with dynamic performance.

The new BMW 3 Series offers a choice of fully electric power or highly efficient internal combustion engines, demonstrating BMW's technology-open strategy and addressing the varied needs of customers worldwide.

The new BMW i3 is the first fully electric BMW 3 Series based on the Neue Klasse architecture. Its sixth-generation BMW eDrive technology combines a newly developed drive system with a fundamentally new high-voltage battery concept, underscoring BMW's expertise in electric mobility.

Highly efficient internal combustion engines also form part of the new-generation BMW 3 Series lineup. These state-of-the-art units belong to the latest BMW EfficientDynamics engine family and combine multiple technologies to meet customer expectations for dynamic performance and efficiency.

The four- and six-cylinder engines offered in the new BMW 3 Series feature the latest version of 48V mild-hybrid technology.

BMW M350 xDrive: six-cylinder performance at the top of the gasoline-powered BMW 3 Series range.

The new BMW M350 xDrive leads the gasoline-powered BMW 3 Series lineup and serves as the model range's entry point to BMW M. Its inline-six engine delivers a notable increase in output compared with the model it replaces.

The drive system combines a 3.0-liter inline-six engine with 48V mild-hybrid technology to produce 437 hp and 428 lb-ft of maximum torque. The electric motor is integrated into the transmission housing as a crankshaft-mounted starter generator and contributes up to 17 hp, enhancing response under acceleration.

Standard xDrive intelligent all-wheel drive and an eight-speed Steptronic Sport transmission help the BMW M350 xDrive accelerate from 0 to 60 mph in 3.9 seconds. When equipped with

sport tires, its top speed is electronically limited to 155 mph. A distinctive exhaust system with four tailpipes provides a sporty acoustic character.

BMW 330 and BMW 330 xDrive: four-cylinder gasoline models available at launch.

The BMW 330 and BMW 330 xDrive join the BMW M350 xDrive to complete the launch lineup of gasoline-powered BMW 3 Series models. Both are powered by an efficient 2.0-liter inline four-cylinder engine with 48V mild-hybrid technology.

The 48V mild-hybrid system uses a belt-driven starter generator. The engine produces 255 hp and 295 lb-ft of torque and is paired with an eight-speed Steptronic transmission as standard. Both BMW 330 models accelerate from 0 to 60 mph in 5.9 seconds and can reach an electronically limited top speed of 155 mph when equipped with sport tires.

BMW 3 Series gasoline engines: TwinPower Turbo, Valvetronic, and Miller-cycle technology.

Every internal combustion engine in the new BMW 3 Series features the latest generation of BMW TwinPower Turbo technology and the newest Valvetronic fully variable valve-control system. In addition to fully variable intake-valve lift, the engines use switchable exhaust valves. The resulting reduction in engine drag torque of approximately 66% allows substantially more energy to be claimed during recuperation and reused efficiently from the mild-hybrid system's 48V battery.

All internal combustion engines in the new BMW 3 Series use the Miller combustion cycle to optimize the air-fuel ratio across the operating range. By shortening intake-valve opening time, the Miller cycle improves engine efficiency and significantly reduces fuel consumption.

Additional enhancements include redesigned intake ports and combustion chambers, along with revisions to camshaft timing, fuel injection, ignition and exhaust-gas routing. New turbochargers also help increase output in the BMW M350 xDrive from 386 hp in its predecessor to 437 hp.

All-electric BMW i3: sixth-generation BMW eDrive advances range, charging and battery technology.

The sixth-generation BMW eDrive system delivers substantially greater range than the previous generation, along with faster charging, 800V technology and bidirectional charging capability.

Gen6 combines more advanced, highly efficient electric motors with newly developed high-voltage batteries using cylindrical cells. Compared with Gen5 technology in other BMW model series, range increases by 30%—and by significantly more in some BMW models—while charging speed is 30% faster.

BMW i3 50 xDrive: 463 hp, dual-motor all-wheel drive and up to 468 miles of estimated range.

The BMW i3 50 xDrive will be the launch model for the first fully electric BMW 3 Series in the Neue Klasse era.

An electric motor at each axle provides a combined output of 463 hp and peak torque of 476 lb-ft. The BMW i3 50 xDrive accelerates from 0 to 60 mph in 4.5 seconds and delivers an estimated maximum range of 446–468 miles³ (estimate based on preliminary BMW AG testing using EPA test procedures).

The BMW i3 M60 xDrive will join the model range in 2027. Its Gen6 M eDrive technology combines two electric motors to deliver strong performance and precise response, while high efficiency supports low energy consumption and everyday usability.

BMW i3 high-voltage battery: cylindrical lithium-ion cells increase volumetric energy density by 20 percent.

The new-generation high-voltage battery is a key contributor to the technological advances of the BMW i3. Its newly developed cylindrical cells measure 46 millimeters in diameter and 95 millimeters in height, providing 20% greater volumetric energy density than the prismatic cells used in Gen5 batteries.

BMW cell-to-pack battery design: higher pack-level energy density with less weight and cost.

In the fully electric BMW 3 Series, the cylindrical cells are integrated directly into the high-voltage battery without modules or additional structural elements. This cell-to-pack design increases energy density at the pack level while reducing weight and cost.

The cylindrical-cell format and cell-to-pack construction also enable the flat design of the Gen6 high-voltage battery. Developed in-house, the battery reflects BMW expertise spanning cell technology through vehicle integration, built since 2008.

³ Preliminary estimate based on BMW AG testing using EPA test procedures.

BMW pack-to-open-body construction: structural battery housing reduces weight and increases rigidity.

With pack-to-open-body construction, the battery housing in the new BMW i3 also serves as a structural component. The chassis uses an open floor that is closed when the high-voltage battery is installed, allowing the battery-housing cover to perform the function of the vehicle underbody.

Eliminating the conventional underbody reduces weight and, together with the battery's non-modular design, supports the BMW i3's low-slung, aerodynamically efficient form. The pack-to-open-body concept also increases body torsional rigidity, benefiting the driving dynamics of the all-electric BMW i3.

BMW Energy Master: integrated power and data control for the Gen6 electric drivetrain.

The Energy Master is the power-supply control center for the Gen6 electric drivetrain. Positioned on top of the high-voltage battery beneath the rear seat bench, it supplies power to the electric motors and the vehicle electrical system. Its hardware and software were developed in-house by BMW. The Energy Master also serves as the interface for all high-voltage-battery data and supports intelligent, efficient and safe battery operation.

BMW i3 electric motors: EESM and ASM technology improve efficiency, weight and cost.

The BMW i3 50 xDrive uses an electric motor at each axle. The rear axle, which serves as the primary drive axle, is powered by an electrically excited synchronous motor (EESM) designed for the 800V architecture and produces 322 hp and 321 lb-ft of torque.

The EESM uses a stator supplied with three-phase AC to create a rotating magnetic field and a rotor with electrically excited electromagnets. Unlike a permanent-magnet motor, its rotor magnetic field can be adjusted as operating conditions change. Reducing the field at low loads helps avoid losses, while increasing it at high loads provides high torque and constant power delivery up to the motor's maximum speed.

An inverter controls the system by converting DC power from the battery into the required AC power while managing rotor excitation and all control and monitoring processes. This enables the EESM to operate at optimal efficiency and supports its power delivery.

At the front axle, the BMW i3 50 xDrive pairs the EESM with an asynchronous motor (ASM) rated at 165 hp and 188 lb-ft of torque.

The compact, lightweight ASM operates through induction and uses a different rotor design from the EESM. Instead of magnets or electrical excitation, its rotor consists of aluminum rods connected by short-circuit rings. Torque is produced by induced currents created by the difference in rotational speed—known as slip—between the stator field and rotor. The ASM is robust and heat-resistant, and its use of only iron and aluminum supports a compact, sustainable design.

Combining EESM and ASM technology delivers substantial improvements over Gen5: energy losses are reduced by 40%, costs by 20%, and weight by 10%. The use of two motor types also reflects BMW's technology-open approach to electric mobility.

The EESM for the all-electric BMW 3 Series is manufactured at BMW Group Plant Steyr in Austria. The high-voltage battery is currently supplied by BMW Group Plant Debrecen in Hungary and will soon be sourced from BMW Group Plant Irlbach-Straßkirchen in Bavaria. BMW Group Plant Landshut supplies the Energy Master.

BMW i3 charging: up to 400-kW DC fast charging, bidirectional capability and intelligent route planning.

The BMW i3 builds on the charging advances introduced with the BMW iX3, the first Neue Klasse model. The BMW i3 50 xDrive combines faster charging, increased range and simplified charging functions. In 10 minutes, it can add between 191 and 208 miles of range⁴.

Sixth-generation BMW eDrive technology and an 800V architecture enable the BMW i3 to DC fast charge at up to 400 kW. The technology also supports bidirectional charging, allowing the vehicle to serve as an energy-storage device at home or as a mobile power bank. Using the Multifunction Charger and Vehicle-to-Load discharge adapter, multiple external electrical devices can operate simultaneously with a combined output of up to 3.7 kW.

Charging-optimized route planning, available in all electric BMW models, further simplifies charging in the BMW i3. Routes with charging stops can be planned in the vehicle through BMW Maps or in the My BMW App. Neue Klasse models also include an electrically operated intelligent charging flap that opens and closes automatically.

⁴ Preliminary estimate based on BMW AG testing using EPA test procedures.

BMW i3 fast charging: Gen6 eDrive supports up to 400 kW and adds 191–208 miles in 10 minutes.

The hardware and software for the sixth-generation BMW eDrive technology in the BMW i3 were newly developed for the Neue Klasse. Gen6 advances energy density, charging power and range, significantly reducing charging times compared with BMW electric vehicles using previous-generation high-voltage systems.

At an 800V DC fast-charging station, the BMW i3 50 xDrive can charge at up to 400 kW and add 191–208 miles of range in 10 minutes⁵. The Energy Master's integrated switching matrix also enables charging at 400V DC stations. AC charging is supported at up to 15.4 kW.

Bidirectional charging: an innovation that turns the BMW i3 into a mobile powerbank during a journey and a flexible energy storage device at home.

The new BMW i3 – like all future Gen6 electric vehicles – will come with the added innovation of bidirectional charging functions, allowing it to serve as an energy source. Vehicle-to-Load turns the BMW i3 into a mobile power bank for electrical devices, Vehicle-to-Home allows it to provide power during an outage.

Innovative charging products – for at home or on the go.

Innovative equipment optimizes the charging experience, both at home and during a journey. The products from BMW make charging flexible, while new products for bidirectional charging further enhance the vehicle's range. The charging cable or Multifunction Charger fits into the storage compartment under the hood.

BMW Multifunction Charger (MFC): The compact, versatile BMW Multifunction Charger provides convenient home charging from standard 120V and 240V outlets. It includes a NEMA 5-15 plug for 120V outlets and a NEMA 14-50 adapter for 240V outlets. Additional lower-power adapters are available separately, providing flexibility across charging locations.

The MFC also supports bidirectional charging through optional Vehicle-to-Load and Vehicle-to-Home adapters.

BMW Wallbox Plus: The BMW Wallbox Plus provides fast, convenient home charging. Its adjustable output of up to 64 amps (15.4 kW) delivers high-performance Level 2 charging

⁵ Preliminary estimate based on BMW AG testing using EPA test procedures.

tailored to the customer's electrical setup. It supports the NACS connector and Wi-Fi, Bluetooth, RFID and vehicle MAC-address connectivity for streamlined setup, monitoring and secure access control.

BMW i3 digital charging: optimized routes, battery preparation, intelligent charging flap, and Plug & Charge.

The BMW i3 introduces several functions designed to make charging faster and more convenient during a journey. Charging-optimized route planning can reflect individual preferences and automatically prepare the battery for faster DC charging. The intelligent charging flap opens and closes automatically, while Plug & Charge enables automatic authentication at compatible charging stations.

BMW charging-optimized route planning: When a destination exceeds the vehicle's current range, BMW Maps automatically plans a route with charging stops. Drivers can set minimum charge levels for arrival at charging stations and the final destination, and prioritize operators such as IONNA, BMW's preferred charging network with access to more than 180 sites and 1,500 high-power charging plugs. Using AI and data from previous charging sessions, BMW Maps evaluates expected charging power, reliability, and exact station location to identify the optimal stop. It also displays real-time availability, the number of charging points, connector types, estimated charging time and projected costs based on the driver's stored tariffs. During the journey, the vehicle and My BMW App synchronize route information so passengers can review and adjust the plan. Nearby amenities, including food and beverage options, play areas, restrooms and shops, are also shown.

BMW battery preparation for faster DC charging: Before arrival at a DC fast-charging station, battery preparation brings the high-voltage battery to its ideal temperature, increasing the initial charging rate and reducing charging time. When a DC charging station is selected in BMW Maps, the BMW i3 automatically heats or cools the battery as required. Customers can also activate the function manually through the Central Display or My BMW App. The Vehicle Status screen in the BMW i3 and the My BMW App display the battery's current temperature status and the remaining preparation time.

BMW i3 intelligent charging flap: The charging port is located at the right rear of the BMW i3. The flap can be opened manually with a push or can open automatically when the vehicle detects an intention to charge. One AI-assisted trigger recognizes the customer's path toward a known or learned charging point. If no charging cable is connected, the flap closes

automatically; it also closes when charging ends or the vehicle enters drive-ready mode.

Plug & Charge Multi Contract: The new BMW i3 is compatible with the Plug & Charge Multi Contract feature, making charging on the go remarkably easy. With this service, digital authentication via app or charging card is no longer required to access compatible public charging stations including IONNA. Instead, the vehicle authenticates itself through a technical interface (ISO 15118-2). What makes it unique is that up to ten individual Plug & Charge-enabled charging contracts from different providers can be displayed digitally in the vehicle. When the vehicle is connected to the charging point, it is not just electricity that passes through the charging cable: the necessary contract data is also transmitted via the communication interface.

BMW battery preparation for a journey: Available for the new BMW i3—and for all other Gen6 fully electric BMW models since July 2026—this function adjusts the high-voltage battery to the appropriate temperature before departure. Preparing the battery in advance supports optimal energy consumption and maximum performance, particularly in low outside temperatures. The function can be activated through the Central Display. Because battery preparation uses energy, BMW recommends using it while the vehicle is plugged in.

BMW 3 Series driving dynamics: model-specific technology for electric and gasoline powertrains.

For decades, the BMW 3 Series has defined The Ultimate Driving Machine through its combination of sportiness, precise handling and long-distance comfort. The new generation carries these qualities across every powertrain variant.

The all-electric BMW i3 brings the BMW 3 Series driving character into the Neue Klasse era. Its Heart of Joy high-performance computer works with the BMW Dynamic Performance Control Driving Stack to harness the potential of electric mobility and deliver agile, composed handling.

Gasoline-powered BMW 3 Series models retain the model's established balance of driving dynamics and ride comfort. A thoroughly upgraded body structure and chassis combine composure with agility.

Each new BMW 3 Series uses model-specific chassis components and control technology tuned to its powertrain. All variants share a newly developed electronics and software

architecture centered on the BMW Driving Stack, an integrated hardware-and-software system that coordinates driving-related functions.

The BMW i3 uses the Heart of Joy high-performance computer and BMW Dynamic Performance Control Driving Stack, developed specifically for the sixth-generation fully electric drive architecture. Gasoline-powered BMW 3 Series models use an optimized BMW Driving Stack tailored to their powertrain. Its transverse-dynamics management coordinates agility-related functions, including the dynamic all-wheel-drive system, while stabilization and engine-management functions remain distributed among specialized control units refined over decades. Both solutions deliver BMW driving dynamics through high-performance management optimized for the specified powertrain, and future BMW 3 Series variants will benefit from this tailored approach.

BMW 3 Series gasoline models: revised chassis, steering and brakes improve handling and ride comfort.

Gasoline-powered BMW 3 Series models feature extensively revised chassis technology and body structures. The updates sharpen handling and steering response while improving ride quality and long-distance comfort.

Compared with the previous generation, the new BMW 3 Series has wider front and rear tracks and a longer wheelbase. Near-perfect weight distribution and closely integrated digital driving-dynamics systems contribute to agile, balanced and composed handling across a wide range of driving conditions.

Revised steering further enhances precision and agility. A new steering ratio gives the driver finer control, while the selected driving mode can provide either greater comfort or increased feedback from the road.

An upgraded integrated braking system provides consistent pedal feel, precise modulation and refined acoustic performance.

BMW 3 Series axles, dampers and wheels: revised geometry improves precision, stability and comfort.

The double-joint spring-strut front axle in the new BMW 3 Series features increased positive caster trail and revised elastokinematics, improving handling precision and steering feel. Front-wheel camber has also been reduced compared with the outgoing model.

The five-link rear axle receives a new setup with modified negative caster trail and increased wheel camber. High-preload anti-roll-bar mounts at the front and rear smooth body roll and improve stability, while stiffer chassis mounts add precision. The standard chassis uses newly developed lift-related dampers. Wheel diameter increases from 654 millimeters on the previous model to 680 millimeters on the new BMW 3 Series, further improving comfort and traction.

The available wheel-and-tire combinations also contribute to sharper driving dynamics. Increased inner rim width creates a larger contact patch between the tire and road, improving stability and composure during high-speed cornering. Wheel and tire packages include 19- and 20-inch mixed-size setups with 245-millimeter-wide front tires and 255-millimeter-wide rear tires. These combinations increase performance without compromising everyday usability or comfort.

BMW 3 Series adaptive suspension: electronically controlled dampers balance handling and comfort.

Gasoline-powered BMW 3 Series models are available with optional adaptive suspension or Adaptive M Suspension. Both use electronically controlled damper valves that adjust each wheel continuously and independently, adapting damping force to current driving conditions. Optional 20-inch sport tires with dedicated rims further increase dynamic performance. At the rear, increased inner rim width combined with 275-millimeter-wide tires improves traction and stability while sharpening the car's sporting character.

Adaptive suspension and Adaptive M Suspension are available only with sport steering. More direct than the standard steering system, sport steering uses a variable ratio and delivers characteristic BMW steering feel. In vehicles with adaptive suspension, drivers can select the Personal or Sport setting through My Modes.

Both adaptive suspension systems improve dynamic steering response and shorten stopping distances during ABS braking.

BMW M350 xDrive chassis: Adaptive M Suspension, variable sport steering and M Sport differential.

The range-topping BMW M350 xDrive delivers the most dynamic handling in the gasoline-powered BMW 3 Series lineup while maintaining everyday usability and long-distance comfort.

As an M Performance model, it combines precise steering, agile responses and composed ride quality.

Standard chassis equipment includes Adaptive M Suspension, variable sport steering, the M Sport differential, BMW xDrive intelligent all-wheel drive and M Sport brakes.

Adaptive M Suspension is also available for other gasoline-powered BMW 3 Series models with the M Sport package or M Sport Professional package. Drivers can select Personal, M Sport or M Sport Plus settings through BMW My Modes. Personal prioritizes everyday comfort, M Sport sharpens agility, and M Sport Plus delivers the most direct handling for performance driving. M Sport and M Sport Plus are exclusive to the BMW M350 xDrive.

BMW M350 xDrive body rigidity and wheels: additional front struts, reduced lift and available 20-inch wheels.

The chassis of the new BMW M350 xDrive introduces several features not offered on its predecessor. In addition to model-specific spring and damper tuning, new front-end reinforcements include a tower-to-front-end strut and improved anti-roll-bar mounting. Together, these measures significantly increase torsional and vertical rigidity.

A standard rear spoiler helps reduce lift, improving handling precision at higher speeds. The BMW M350 xDrive comes standard with 19-inch light-alloy wheels; 20-inch light-alloy wheels are optional and can be specified with sport tires.

BMW M350 xDrive Drift Moment: rear-wheel-drive mode for controlled cornering slides.

The new Drift Moment feature gives the BMW M350 xDrive a rear-wheel-drive setting designed for controlled cornering slides.

Activated through the Central Display, Drift Moment directs all drive power to the rear wheels. M-specific control of the multi-plate clutch works with DSC Off mode to deliver a driving experience previously reserved for high-performance BMW M models.

Drift Moment will become available during 2027 and will be distributed by Software Update in BMW M350 xDrive models already delivered.

BMW i3 Heart of Joy: centralized control advances electric driving dynamics, precision and agility.

The Heart of Joy high-performance computer defines the driving experience in the all-electric BMW i3, working with its advanced chassis technology to deliver greater precision, composure and agility.

One of the vehicle's four superbrain high-performance computers, the Heart of Joy combines with the BMW Dynamic Performance Control Driving Stack to form the high-performance control unit of the BMW i3. Previously distributed control functions are consolidated in a centralized architecture and implemented through a unified driving-dynamics control concept. BMW's history with control systems dates to 1979, when the BMW 7 Series introduced the brand's first anti-lock braking system (ABS).

The Heart of Joy controls the drive system, brakes and steering subfunctions, as well as charging and energy recuperation. Operating ten times faster than previous systems, it contributes to the precise, composed handling of the first fully electric BMW 3 Series.

The BMW i3 responds immediately to steering inputs and combines agile cornering with precise, effortless control. By reducing the number of required control inputs, the Heart of Joy produces consistent, repeatable cornering behavior that reinforces confidence. Even at the limit, the BMW i3 remains easy to control and makes optimal use of available traction, advancing the driving-dynamics standard of the BMW 3 Series.

In the BMW i3 M60 xDrive, the Heart of Joy and BMW M Dynamic Performance Control coordinate driving-related information in milliseconds to translate the output of the all-electric BMW M eDrive powertrain into direct, precise responses. Shift paddles on the steering wheel allow the driver to influence M eDrive response and adapt performance to the driving situation. Speed-dependent sound design and dynamic driving feedback provide the emotional character expected of a BMW M model.

Soft Stop for the smoothest stopping action in the history of BMW.

The Soft Stop feature allows the new BMW i3 to draw to a perfectly smooth stop – without any jerking or braking noise – thanks to energy recuperation. In everyday driving, the BMW i3 decelerates virtually entirely by means of recuperative braking. The conventional brakes are only used for sporty driving or in the event of emergency braking.

BMW i3 chassis: standard lift-related dampers and optional Adaptive M Suspension.

The new BMW i3 combines agile driving dynamics with long-distance comfort through an architecture developed specifically for electric mobility. Its flat high-voltage battery creates a low center of gravity.

The BMW i3 comes standard with lift-related dampers, a double-joint spring-strut front axle and a new five-link rear axle. Anti-roll bars with high-preload mounts are fitted at the front and rear to enhance dynamic handling. Available light-alloy and aerodynamic wheels range from 19 to 21 inches.

For the BMW i3 50 xDrive, optional Adaptive M Suspension with sport steering is available through the M Sport package and M Sport Professional package. The setup enhances dynamic handling without compromising ride comfort, while variable sport steering improves steering comfort and agility.

BMW Neue Klasse electronics architecture: four superbrain computers, zonal wiring and flexible Software Updates.

The Neue Klasse introduces a fundamentally new software and electronics architecture for the software-defined vehicle. Software increasingly shapes the vehicle's character and its interaction with the driver.

Four BMW superbrain computers provide approximately 20 times more processing power.

Four superbrain high-performance computers form the core of the new architecture in the BMW i3. The Heart of Joy manages driving dynamics, while separate computers handle automated driving and parking, infotainment, and basic and comfort functions such as vehicle access and climate control. Together, they deliver approximately 20 times more processing power than the previous generation.

BMW four-zone electronics architecture: simpler wiring, lower weight and greater efficiency.

A four-zone cabling system reduces wiring-harness complexity in the new BMW i3. Smart eFuses replace conventional fuses, providing intelligent, flexible power protection. Together with the zonal architecture, they enable shorter, thinner wiring, reduce weight and energy consumption through intelligent power distribution, and improve overall vehicle efficiency.

BMW Software Updates: ongoing functions, performance enhancements and AI-based features.

The new BMW i3, like all new BMW 3 Series models, can receive new functions, performance enhancements and AI-based features through Software Updates after purchase. Its superbrain computers, zonal electronics architecture and software combine traditional BMW driving pleasure with digital intelligence. All future BMW models will use the electronics and software architecture developed for the Neue Klasse.

BMW 3 Series driver assistance: BMW Symbiotic Drive expands partially automated driving and parking.

Next-generation technology and the expanding use of artificial intelligence support a broad range of partially automated driving and parking functions in the new BMW 3 Series. Many comfort and safety features are included as standard and are designed to reduce driver workload.

BMW 3 Series SAE Level 2 driver assistance: expanded active safety from highways to urban roads.

The new BMW 3 Series offers SAE Level 2 driver-assistance systems and active-safety functions with BMW Symbiotic Drive. Major improvements and functional enhancements over the previous generation create a consistent assistance experience in any situation.

BMW Symbiotic Drive: cooperative assistance works with the driver's steering, braking and acceleration inputs.

BMW Symbiotic Drive is designed for seamless interaction between SAE Level 2 assistance and the driver's normal behavior. When assistance is active, the driver can accelerate, steer or brake as needed without immediately deactivating the system. This cooperative approach keeps the vehicle controllable at all times while allowing the driver and assistance technology to work together in any driving situation. Clear controls and displays in BMW Panoramic iDrive support intuitive operation and the safe use of partially automated driving functions.

BMW Symbiotic Drive also shapes active-safety functions such as Lane Keeping Assistant. The vehicle interprets driver intent through steering behavior and gaze direction, providing warnings or steering inputs only when it detects unintentional lane departure or an impending collision.

BMW 3 Series active safety: expanded standard assistance functions with BMW Symbiotic Drive.

BMW Symbiotic Drive enables the standard active-safety functions in the new BMW 3 Series to operate intelligently and unobtrusively. The vehicle interprets driver intent through steering

behavior and gaze direction. Lane Keeping Assistant provides warnings or steering inputs only when it detects unintentional lane departure or an impending collision. It does not intervene during deliberate maneuvers if there is no foreseeable risk of collision or of the vehicle leaving the road. Turn-signal use, active steering inputs and a glance over the shoulder can indicate driver intent.

Driving Assistant Plus with BMW Symbiotic Drive comes standard.

Driving Assistant Plus—which bundles Active Cruise Control with Stop&Go, Speed Limit Assistant, Lane Keep Assistant, and Steering Assistant—can control the speed of the BMW 3 Series and its distance from the vehicle in front at the driver's request and help them to easily keep the car in its lane. BMW Symbiotic Drive enables Driving Assistant Plus to also work smoothly and intuitively in tandem with the driver's inputs, if desired.

New functions include enhanced emergency steering intervention, which can automatically steer around objects detected in the vehicle's lane. Other standard features include Lane Change Warning, Side Collision Warning with steering intervention, and Crossing Traffic Warning with emergency braking when turning into a road or exiting a parking space. Emergency Brake Assistant with Evasion Assistant can help avoid frontal collisions and apply maximum braking force if necessary. New sensor technology improves the system's response to wildlife crossing the road. The standard exit-warning function can actively delay a door from opening when a cyclist is approaching, helping prevent "dooring" collisions.

BMW 3 Series Park Assist: steering-wheel activation, AI-supported space detection and remote parking.

The new Park Assist provides semi-automated parking and can be activated directly from the steering wheel. A new visualization of the area around the vehicle makes detected parking spaces easier to select, while AI-supported space detection and maneuver planning enable faster, smoother automated parking. Optional Parking Assistant Plus adds a 360-degree view with curb, 3D and car-wash views. Maneuver Assistant can record and repeat recurring maneuvers over distances of up to 650 feet. Parking Assistant Professional adds remote control of parking and stored maneuvers from up to 20 feet away using the My BMW App. All driving and parking assistance functions can also be activated later through the BMW ConnectedDrive Store.

BMW i3 assisted braking: Heart of Joy and Superbrain of Automated Driving enable smooth recuperative stops.

In the new BMW i3, close coordination between the Heart of Joy and the Superbrain of Automated Driving enables smooth assisted braking through jerk-free, quiet energy recuperation all the way to a standstill. Except during emergency braking, assisted braking maneuvers are completed entirely through electric-motor recuperation until the vehicle stops.

BMW 3 Series production: highly efficient, flexible and digital plants for electric and gasoline models.

The first BMW 3 Series rolled off the production line at BMW Group Plant Munich in 1975, beginning the story of BMW's most successful model, with more than 18 million vehicles sold worldwide to date. In 2026, the BMW 3 Series enters a new era at the same historic site, where BMW has built vehicles since 1923. Following extensive modernization, BMW Group Plant Munich now produces the first fully electric BMW 3 Series, the new BMW i3. From 2027, the plant will manufacture only fully electric vehicles.

New BMW 3 Series models with highly efficient internal combustion engines will be produced at BMW Group Plant Dingolfing, where BMW has manufactured vehicles since 1973. Dingolfing is the BMW Group's largest production site in Europe. Approximately 280,000 BMW vehicles were produced there in 2025, and the plant has manufactured around 13 million vehicles in total.

BMW Group Plant Steyr in Austria produces key components for the all-electric BMW 3 Series drive system and the internal combustion engines for other BMW 3 Series models. High-voltage batteries for the BMW i3 are supplied by the new BMW Group Plant Irlbach-Straßkirchen in Lower Bavaria, approximately one-and-a-half hours from Munich.

BMW i3 series production begins at BMW Group Plant Munich.

BMW Group Plant Munich has continually reinvented itself since its founding more than a century ago. The BMW Group completely remodeled the site for the Neue Klasse while continuing to produce up to 1,000 vehicles per day. A new body shop, state-of-the-art vehicle-assembly facilities and additional logistics areas were built across approximately one-third of the plant, while existing production areas and technologies were extensively updated. Series production of the new BMW i3, the second Neue Klasse model, began in Munich in August 2026.

Peter Weber, Head of BMW Group Plant Munich: "BMW Group Plant Munich is the home of the BMW 3 Series. Indeed, the new BMW i3 marks the beginning of a new chapter in

the history of our home plant. The BMW i3 heralds the start of Neue Klasse production in Munich and paves the way for further models here. Making our plant fit for the future is above all an achievement of the people here who drive change and innovation with great enthusiasm. Together we set ourselves fresh challenges each day, make astute use of digitalization and automation, and work step by step to make Plant Munich even more efficient – without compromising on our high quality standards.”

BMW iFACTORY at Plant Munich: efficient, sustainable and digital production.

BMW iFACTORY is the BMW Group’s vision for production, centered on efficiency, sustainability and digitalization. Plants worldwide implement site-specific solutions that strengthen resilience and support reliable deliveries. BMW Group Plant Munich has applied this approach consistently across all powertrain technologies.

BMW is investing approximately €650 million in modern, digital production structures to increase efficiency at the Munich plant. Measures include automation, standardization, artificial intelligence and a simplified product architecture. Digital technologies—from virtual twins to real-time data analysis—are used systematically in planning, production, quality assurance and logistics.

BMW i3 production reduces manufacturing costs at Plant Munich by 10 percent.

BMW has reduced production costs at its Munich site in recent years through forward planning, close collaboration with development teams and suppliers, and advanced manufacturing methods. Further process optimization, targeted automation, digitalization and the Neue Klasse vehicle architecture deliver additional efficiency gains. With the launch of the new BMW i3, production costs have fallen by a further 10%, making BMW Group Plant Munich more efficient, flexible and digital.

Production at Dingolfing: the new combustion-engined BMW 3 Series.

BMW Group Plant Dingolfing is the BMW Group’s largest manufacturing site in Europe – and the workplace of around 18,000 people. In addition to the BMW 4 Series (including M variants), BMW 5 Series (including M variants), and BMW 7 Series, the employees here will also be manufacturing the new combustion-engined BMW 3 Series from November 2026.

The Dingolfing site is considered one of the most flexible automotive plants in the world. A mixture of different model series can be built here in all drive variants on a single production

line. **As Head of Plant Dingolfing Christoph Schröder says:** “This enables us to always keep production in step with actual customer demand and to respond quickly to market changes.”

Long tradition: car manufacture in Lower Bavaria.

Dingolfing has a long history of car manufacture that first started with Hans Glas GmbH. In the 1950s and 1960s, this medium-sized firm made the ‘Goggomobil’ microcar that became a familiar sight in Germany, along with other models including the Glas 2600 V8 luxury coupé. In 1967, the Lower Bavarian manufacturer was acquired by BMW AG.

After initially manufacturing vehicle components at the new Dingolfing site, in the early 1970s BMW made the decision to build a completely new car plant there. The first car rolled off the production line of the new BMW plant in Dingolfing in September 1973. The BMW 3 Series and BMW Group Plant Dingolfing also have a shared history that stretches back a long way, with production of the first BMW 3 Series cars starting here as long ago as 1980. Following a hiatus, the model series is now returning to Dingolfing in the shape of the new BMW 3 Series Sedan.

The BMW Group invests several hundred million euros annually in future model generations and new technologies at Dingolfing, driving the plant’s transformation into a BMW iFACTORY in the process. In addition to cars, Dingolfing also manufactures vehicle components, such as pressed parts and chassis and (electric) drive systems, as well as bodyshells for Rolls-Royce.

Made in Steyr: the electric motor for the new BMW i3.

The Gen6 electric motor for the new BMW i3 is being built at BMW Group Plant Steyr in Austria, along with the internal combustion engines for the other BMW 3 Series variants. The BMW Group’s largest motor/engine plant has been developing and producing drive systems for over 40 years. More than 1.2 million units left the production halls here in 2025 alone. With the addition of the first electric motor to the portfolio, the plant is reinforcing its status as a standard-bearer for the technologyopen approach.

All key components of the highly integrated electric drive unit – the rotor, stator, transmission and inverter – are manufactured on site. A state-of-the-art clean room environment was created for the production of the inverter. The electric drive components are assembled on two newly built production lines. The motor/engine plant in Steyr is supplied with the housing for the electric motor by the aluminium foundry at BMW Group Plant Landshut.

By 2030, the BMW Group will have invested over one billion euros at the Steyr site – since the project’s launch in 2022 – to expand its development and production expertise for electric drives.

New Irlbach-Straßkirchen plant supplies high-voltage batteries.

The new BMW Group Plant Irlbach-Straßkirchen will be responsible for producing the high-voltage batteries for the new BMW i3 in future. The assembly plant in Lower Bavaria is only about 19 miles from Dingolfing.

The BMW Group has applied the “local for local” principle by locating its various new assembly plants for high-voltage batteries in close proximity to local vehicle production. The new Irlbach-Straßkirchen plant will supply Gen6 high-voltage batteries to the parent plant in Munich as well as to further vehicle plants in Germany. It is one of five new BMW Group assembly plants for sixth-generation high-voltage batteries worldwide and will come on stream in October 2026. There will be two assembly lines at the site.

The BMW Group will create up to 1,600 jobs at the new plant, thereby giving a major boost to value creation in Bavaria.

Manufacturing of the Gen6 high-voltage batteries at the new BMW Group Plant Irlbach-Straßkirchen combines a rigorous zero-defect approach with cutting-edge production technologies. By using digital twins for planning and optimising production processes, carrying out complete in-line quality checks and making targeted use of artificial intelligence, the BMW Group is setting new standards for battery production.

The new BMW 3 Series. Statements.

Dr Joachim Post, Member of the Board of Management of BMW AG responsible for Development: “Whether it’s the fully electric Neue Klasse variant with up to [between 446-468 miles⁶] of electric range or highly efficient combustion-engined variants with cutting-edge 48V mild hybrid and plug-in-hybrid drive systems – all the BMW 3 Series models benefit from Neue Klasse innovations in the areas of digitalization, driver assistance, design and BMW-typical driving pleasure. The result is the best BMW 3 Series of all time.”

⁶ Preliminary estimate based on BMW AG testing using EPA test procedures.

Jochen Goller, Member of the Board of Management of BMW AG, Customer,

Brands, Sales: “Each generation of the BMW 3 Series has been the definitive car of its time. The new BMW 3 Series continues this tradition with a technological leap forward into a new era, a single design spanning all drive system variants. The first fully electric BMW 3 Series based on the Neue Klasse celebrates its premiere in the form of the BMW i3. It enhances the character of the BMW 3 Series with new, standout attributes. As a fully electric model in a high-volume segment, the BMW i3 is a hugely significant car for the BMW Group. Feedback from our customers has already confirmed the car’s enormous potential.”

Dr Mike Reichelt, Head of Neue Klasse, BMW Compact and Midsize Class:

“The Neue Klasse is about far more than a single car. With the BMW iX3 we demonstrated for the first time how our new design language could blend the sixth generation of BMW eDrive technology, BMW Panoramic iDrive, and the Heart of Joy into a unique overall experience. Scalable and global, the Neue Klasse innovations are now being rolled out across our entire model range. And with the new BMW 3 Series, we are bringing them to the core of the brand for the first time. The eighth generation of our icon reaps the benefits of this technological leap forward, regardless of the drive system type providing the power. The result is Sheer Driving Pleasure, redefined.”

Dr Mihir Ayoubi, Senior Vice President Driving Experience Development:

“The BMW 3 Series has encapsulated Sheer Driving Pleasure for many decades. The new generation of the car sees us building consistently on this strength and elevating the interaction of the driver, car and intelligent dynamic control systems to a new level. Both the new fully electric BMW i3 and the new BMW 3 Series models with combustion engines and plug-in hybrid drive feature their own specific BMW Driving Stacks. They combine state-of-the-art control technology with our dynamic DNA. This enables us to infuse all of the BMW 3 Series drive variants with our brand’s signature driving experience – headlined by exceptional precision, intoxicating agility and the poise and assurance for which BMW is renowned. Unmistakably BMW, in other words.”

Peter Weber, Head of BMW Group Plant Munich: “BMW Group Plant Munich is the home of the BMW 3 Series. Indeed, the new BMW i3 marks the beginning of a new chapter in the history of our home plant. The BMW i3 heralds the start of Neue Klasse production in Munich and paves the way for further models here.”

As Peter Weber points out, this has been a journey shaped by more than new machinery and

technology alone: “Making our plant fit for the future is above all an achievement of the people here who drive change and innovation with great enthusiasm. Together we set ourselves fresh challenges each day, make astute use of digitalization and automation, and work step by step to make Plant Munich even more efficient – without compromising on our high quality standards.”

Christoph Schröder, Head of BMW Group Plant Dingolfing: “We’re delighted to be welcoming the BMW 3 Series Sedan back to our plant. We have been able to integrate the ICE variant into our existing structures quickly and efficiently and will build the car on the same assembly line as the BMW 4 Series and BMW 5 Series models as part of a flexible approach.”

Oliver Heilmer, Head of Design Neue Klasse, BMW Compact Class and BMW M:

“The new BMW 3 Series embodies the essence of our brand. Its design blends sporting dynamism and timeless elegance in the clear, reduced design language of the Neue Klasse.”

The new BMW 3 Series. FAQ.

When will the new BMW 3 Series go on sale?

The US launch of the new BMW i3 50 xDrive, 330, 330 xDrive, and M350 xDrive will commence in the first quarter of 2027.

Do all BMW i3 models have an 800V vehicle electrical system? The BMW i3 is a Neue Klasse model. All Neue Klasse models have sixth-generation BMW eDrive, 800V technology, and high-voltage batteries with new cylindrical cells.

What does the BMW 3 Series offer for automated driving? All BMW 3 Series models, regardless of the drive system type, offer innovative SAE Level 2 driver assistance systems and active safety functions with significant improvements, functional enhancements and BMW Symbiotic Drive.

Will there also be a BMW 3 Series with a six-cylinder engine? Yes, the BMW M350 xDrive will be powered by a six-cylinder in-line engine. It has 48V mild hybrid technology and develops 437 hp.

Does the combustion-engined BMW 3 Series also come with a Heart of Joy?

Yes, but it is optimized for cars with a combustion engine. In short, “Heart of Joy” represents

the core of BMW driving dynamics expertise in the age of the software-defined vehicle / intelligent connected vehicle.

We view “Heart of Joy” as our guiding principle for BMW driving dynamics across the various drive system types. The best way of implementing “Heart of Joy” technologically in each different model is via the BMW Driving Stack. This integrated hardware/software system allows the driving-relevant functions to work together cohesively and is designed to deliver Sheer Driving Pleasure.

The combustion-engined BMW 3 Series employs an intelligent BMW Driving Stack optimized over several decades and honed precisely for the drive system at hand. Working closely with the braking, stability and drive control systems, it utilizes the full dynamic potential of the drive system. The transverse dynamics management bundles together all the agility-related driving functions, including the dynamic all-wheel-drive system.

The Heart of Joy in the BMW i3 was created specifically for the sixth-generation fully electric drive system architecture in the Neue Klasse. Developed fully in-house, the Driving Stack with BMW Dynamic Performance Control brings together all the drive system and driving dynamics functions in a central control unit for the first time. The electric drive system plays an active role in shaping the car’s driving dynamics, and it does so with exceptional efficiency and an unprecedented control rate – ten times faster than previous systems. This opens up fresh dynamic possibilities, delivering a driving experience of the highest level.

Both Driving Stacks are high-end solutions that are tailored to the car’s particular drive system and shape the hallmark BMW driving experience. All future models are therefore set to benefit from an intelligent, highperformance driving dynamics management system tuned to optimum effect to the drive system specified.

Can a BMW M350 xDrive that has already been delivered be retrofitted with the Drift Moment?

The Drift Moment will be available over the course of 2027 and will then also be activated via Software Update in vehicles that have already been delivered.

Is the new Drift Moment also available for models other than the BMW M350 xDrive?

This function is reserved exclusively for M Performance models such as the BMW M350

xDrive. This underscores the BMW M350 xDrive's status as the entry point into the world of BMW M.

Do the exterior dimensions of the BMW 3 Series differ depending on the type of drive system fitted?

The exterior dimensions of the BMW i3 differ slightly from those of the other BMW 3 Series models, as dictated by the concepts underpinning them. The BMW i3 is 187.4 inches long, 73.4 inches wide and 58.3 inches tall. Its wheelbase measures 114.1 inches. The combustion-engined models are 187.6 inches long, 72.8 inches wide, and 57.3 inches tall. The combustion vehicles' wheelbases measure 112.6 inches.

How quickly does the BMW M350 xDrive accelerate from 0 to 60 mph?

The new BMW M350 xDrive sprints from rest to 60 mph in 3.9 seconds, or 3.6 seconds with a 1-foot rollout.

What are the M Yellow Lights on the BMW M350 xDrive?

The new M Yellow Lights on the BMW M350 xDrive are light icons at the front of the car. They have their origins in racing car design, being inspired by GT cars and the BMW M Hybrid V8, and are optional on the BMW M350 xDrive.

Which wheel options are available for the new BMW i3?

The fully electric BMW i3 can be ordered with a choice of eight different light-alloy and aerodynamic wheels in sizes from 19 to 21 inches.

Is the interior of all new BMW 3 Series models identical regardless of the drive system type?

Yes. Only concept-related necessities result in minimal differences.

Do all steering wheels for the new BMW 3 Series have a central spoke in their upper section as standard?

No. The BMW M350 xDrive is fitted with an M steering wheel with spokes in the four and eight o'clock positions. The M steering wheel can be specified as an option for all BMW 3 Series models – either as an alternative within the M Sport package or as part of the M Sport Professional package.

Are seats with a massage function available for the BMW i3? Yes, the optional

multifunction seats come with this feature.

Can I also listen to music in the Dolby Atmos format in the new BMW 3 Series?

Yes, the Dolby Atmos format is part of the optional and specifically tailored Harman Kardon sound systems. All these systems provide a premium audio experience.

How many miles' worth of energy can the new BMW i3 add in ten minutes of charging at a maximum DC rate of 400 kW?

The new BMW i3 50 xDrive can add between 191 and 208 miles⁷ of range in ten minutes of charging at 400 kW.

Does the Highway Assist in the new BMW 3 Series enable hands-free driving?

Yes, it enables attentive hands-free driving on suitable limited-access highways at up to 85 mph.

Where will the new BMW 3 Series be produced?

The fully electric BMW i3 is built at the BMW Group's home plant in Munich. The BMW 3 Series with combustion engine will roll off the assembly line at Dingolfing, the BMW Group's largest plant in Europe.

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 355 BMW retailers, 147 BMW motorcycle retailers, 105 MINI passenger car dealers, and 37 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.

⁷ Preliminary estimate based on BMW AG testing using EPA test procedures.

For more information about BMW Group's business and products in the U.S., please visit:
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