The new BMW iX3.
Contents.

Official fuel consumption, CO_2 emissions, electric power consumption and electric range figures were determined based on the prescribed measurement procedure in accordance with European Regulation (EC) 2007/715 in the version applicable. Where a range is shown, the WLTP figures take into account the impact of any optional extras.

Further information on official fuel consumption figures and specific CO_2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO_2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at https://www.dat.de/co2.

The start of a new era.
The new BMW iX3.[1]

BMW presents the first series-produced Neue Klasse model. The new-generation BMW iX3 is a fully electric Sports Activity Vehicle (SAV) that gives customers their first on-the-road taste of a whole new era of Sheer Driving Pleasure. An all-new design language gives the car a character-rich appearance that faithfully conveys the technological progress made by the new model. With sixth-generation BMW eDrive technology, a range of up to 805 kilometres (500 miles) and a peak charging rate of 400 kW, the new BMW iX3 sets new standards for efficiency and long-distance capability. A new electronics and software architecture including four "superbrain" high-performance computers makes the first Neue Klasse model more intelligent and better equipped for the future than ever. The "Heart of Joy" drivetrain and driving dynamics management technology enables unmatched handling dynamism and precision, while the latest systems for automated driving optimise symbiotic human-vehicle interaction.

A defining element of the digital user experience in the new BMW iX3 is BMW Panoramic iDrive, which elevates intuitive operation and the driver focus for which the brand is renowned to a new level. And an all-encompassing sustainability concept reduces the car's product carbon footprint over its life cycle by more than 30 per cent compared to its predecessor.

The first Neue Klasse model will be built at the newly constructed BMW Group plant in Debrecen, Hungary. The first variant of the fully electric SAV to roll off the production line from autumn 2025 will be the BMW iX3 50 xDrive (electric power consumption, combined: 17.9 – 15.1 kWh/100 km; CO_2 class: A; range: 679 – 805 km [421 – 500 miles]; provisional figures as per WLTP) with an output of 345 kW/469 hp and electric all-wheel drive. Further fully electric variants will follow, including an entry-level model. The market launch of the new BMW iX3 will get underway in Europe in spring 2026 and in the USA in summer 2026. Also starting in summer 2026 will be deliveries of a variant of the new BMW iX3 produced at the Shenyang facility that has been tailored specifically to the needs and desires of customers in China.

The new BMW iX3 represents a leap forward in development over its predecessor of the same name that extends well beyond the reaches of a conventional model renewal. The advances made in terms of design and technology create the impression that a complete vehicle generation has been skipped. For the BMW

[1] The equipment features and data in this document relate to the German market.

Group, the launch of the new BMW iX3 also represents a milestone in the transformation process when it comes to electrification, digitalisation and circularity. Spearheading the arrival of the Neue Klasse, it offers customers the latest design and technology innovations, which will shape the brand's entire model range moving forwards. The technologies of the Neue Klasse will be incorporated into a total of 40 new models and model updates between now and 2027.

"The Neue Klasse is our biggest future project and marks a huge leap in terms of technologies, driving experience and design," says Oliver Zipse, Chairman of the Board of Management of BMW AG. "Practically everything about it is new, yet it is also more BMW than ever. Our entire product range will benefit from the innovations of the Neue Klasse – regardless of the drive technology. What started as a bold vision has now become reality: the BMW iX3 is the first Neue Klasse model to go into series production. We are not only bringing the next generation of one of our most successful fully electric vehicles onto the road, we are launching a new era for BMW."

Launch of the new design language: reduced, characterful and timeless.
Major technological advances always offer an opportunity to introduce more significant design changes. The new BMW iX3 will launch the new BMW design language, which will be replicated across the whole of the brand's model range in due course. This new use of forms provides a very modern interpretation of BMW's original and enduring blueprint. The design is timeless while also capturing the prevailing zeitgeist. It is reduced to the essence of the BMW brand – and therefore more BMW than ever. For this one reason why comprehensive design protection has been registered for the new BMW design language used in the new BMW iX3.

The new BMW iX3 showcases the values and qualities of the Neue Klasse within the template of an SAV. The first BMW X model of the new generation is all about interior space and a progressive lifestyle. At 4,782 millimetres in length, 1,895 millimetres wide and 1,635 millimetres tall, the new BMW iX3 has the hallmark proportions of an SAV. The characteristic two-box design is infused with the rugged presence of a BMW X model and has precise lines that emphasise all four wheels. Detail optimisation of the car's aerodynamics enables a drag coefficient (C_d) of 0.24.

The load compartment capacity of the new BMW iX3 can be increased from 520 to a maximum 1,750 litres by folding down the rear seat backrest elements as required. The additional storage compartment under the bonnet can hold another 58 litres of cargo. Customers needing additional transportation capacity can specify

their car with the optional electric fold-in/fold-out trailer tow hitch. The maximum trailer load of the new BMW iX3 50 xDrive is 2,000 kilograms.

The upright front end and clearly formed surfaces endows the new BMW iX3 with considerable presence. The BMW kidneys and twin headlights – both distinctive BMW design cues – take centre stage visually. The sculpted BMW kidneys reference the Neue Klasse of the 1960s in their vertical arrangement. An all-new light signature assumes the role previously performed by chrome in giving the car an aura of quality and sophistication. And when viewed from the side, large surfaces broken up by a small number of precise lines create a character-rich appearance. Flush glass surfaces and door handles are also features of the side view. The robust stature of the new BMW iX3 is underscored by body-colour wheel arches with – in familiar BMW X model style – subtly rectangular contours. The rear end also cuts a powerful and athletic figure. The taillights extending well into the centre of the rear end represent a horizontal interpretation of the signature BMW “L” shape.

Interior design: modern space has a BMW-typical driver focus and offers exceptional comfort for all passengers.
The design of the BMW iX3 interior sets new standards in terms of modernity and digital experience. The interior has an uncluttered, reduced design, providing the ideal stage for the digital experience. The cabin is all about the clear driver focus for which BMW is renowned and comfort for all those on board. Created specifically for electric vehicles, the vehicle architecture allows for extremely generous levels of space in all five seats. The lines of the “floating” instrument panel flow directly into the large door trim panels, creating an enveloping wrap-around effect for the passengers. With its fabric surface, the instrument panel – with atmospheric backlighting – contributes to the warm and inviting atmosphere inside. Large window surfaces and the optional panoramic sunroof with climate comfort glazing generate an ambience bathed in light.

Another prominent influence in the horizontally arranged cockpit is the new control/operation system BMW Panoramic iDrive, which is based on the likewise newly developed BMW Operating System X. It brings together displays, geometry and light & sound design into a holistic experience, customisable via the My Modes. Also playing a role here are the new driving sounds, sound effects and sound signals of the BMW HypersonX soundscape created specifically for the Neue Klasse.

The elegantly minimalist seats of the new design stand out with their excellent comfort levels over long journeys, sporty character, and wide range of adjustment. Also sporting an all-new design are the steering wheel and the centre console

between the driver's seat and front passenger seat, complete with storage areas and control elements. The rear seat bench offers a single, sofa-like seat surface.

Precisely arranged interior worlds bring a unique and thoroughly distinct character to every equipment package. The materials and colour schemes selected are inspired by modern interior design and advanced Neue Klasse technology, and coordinated harmoniously with one another. They therefore make a noticeable, visible contribution to the exceptional comfort levels on board the new BMW iX3. An attractive range of colours enables a perfect match between the interior tones and exterior paint finishes. As alternatives to the standard-specification Essential interior design in Vivid Grey with Econeer seat coverings, customers can also choose from three other compositions in Veganza, the black BMW M interior world in Veganza and M PerformTex, and the BMW Individual option with a high-quality Merino leather/M PerformTex combination in Black Bicolour or Adelaide Grey.

The new BMW iX3 can be specified as an option with the M Sport package or M Sport package Pro from launch. Its dynamic looks are further emphasised by Black high-gloss features for the exterior, and M Sport seats and an M steering wheel inside the car.

The **BMW Iconic Glow exterior package** enables an impressive sound and light sequence with **Relaxed**, **Balanced** and **Excited** styles. The welcome sequence commences as soon as the driver approaches the vehicle and, as they take their seat, an animated greeting begins in the **BMW Panoramic Vision** and Central Display, spreading smoothly from the driver's side of the cockpit to the front passenger side.

BMW Panoramic iDrive: consummate driver focus, BMW-style.
The BMW iX3 is the first series-produced model in which BMW Panoramic iDrive redefines the user experience and therefore also Sheer Driving Pleasure. With its neatly judged balance between digital functions and physical elements, BMW Panoramic iDrive elevates intuitive operation – according to BMW's fabled "hands on the wheel, eyes on the road" principle – to a new level of driver focus. The entire system is born out of decades of experience and a user-centric design approach. Individual customer feedback, data from over 10 million connected vehicles and usability studies with more than 3,000 customers were all incorporated into the development process. Physical controls are on hand, including for the windscreen wipers, turn signal indicators, exterior mirrors, volume control, gear selector, parking brake, hazard warning lights, rear window heating and defrost function. Other functions have been optimised for use by touch and voice command or via the multifunction steering wheel.

The BMW Intelligent Personal Assistant has been significantly upgraded and now includes two new voices, a new appearance for the BMW Panoramic Vision and additional assistance for the driver through proactive suggestions and personalisable routines. Large Language Model (LLM) technology will also be gradually introduced to enable even more intuitive voice interaction in the future.

BMW Panoramic iDrive brings four central elements together into a unique display and control/operation system. The BMW Panoramic Vision projects information across the full width of the windscreen, from A-pillar to A-pillar. The content in the centre and on the front passenger side can be adapted to personal tastes and requirements. Key driving information appears in the driver's field of vision. And above the BMW Panoramic Vision, the BMW 3D Head-Up Display (if specified) can now also show integrated navigation and automated driving displays on the road with spatial depth. The free-cut-design Central Display with matrix backlight technology is located in an ergonomically ideal position next to the steering wheel. On the driver's side, vertically arranged widgets enable fast and direct access to particularly frequently used functions using QuickSelect tech. The new multifunction steering wheel serves as the primary physical control point. Its button panels help the driver and vehicle to work together symbiotically using illuminations, a relief-like surface and haptic feedback.

Underpinning BMW Panoramic iDrive is the likewise newly developed BMW Operating System X, which offers extensive scope for personalisation via the BMW ID, intelligent driver assistance, a wide variety of digital functions, extensive connectivity using the My BMW App and outstanding future-proofing thanks to BMW Software Updates.

The standard-fit navigation system BMW Maps features an upgrade for the charging-optimised route guidance, plus intelligently coordinated presentation of information on the BMW Panoramic Vision, Central Display and optional 3D Head-Up Display. The BMW Digital Key Plus can be set up on smartphones and smartwatches from all the leading makers, also as standard. Meanwhile, BMW Operating System X unlocks a wide variety of entertainment while on the road and during charging stops, bringing customers not only music streaming apps such as Spotify and in-car gaming with AirConsole, but also a video-streaming app offering Disney+, YouTube and other international/numerous country-specific on-demand and live video platforms. The Zoom App for video calls is now also available for use.

The BMW ConnectedDrive Store provides an overview of the features customers can currently download or access, and these can be added easily and flexibly through ConnectedDrive Upgrades. For example, more than 60 third-party apps in the music & audio, entertainment, gaming, news, and travel & local categories are available worldwide. To download the features and use the apps, customers will

need access to connectivity via BMW Digital Premium or a WiFi network/smartphone hotspot. The BMW Digital Premium range of features customers can add as they desire comprises extensive safety functions, extended navigation features, unlimited data for entertainment and now also BMW M Apps.

Sixth-generation BMW eDrive technology: higher efficiency, more range, faster charging.

The sixth-generation BMW eDrive technology developed for the Neue Klasse comprises highly efficient electric motors, fundamentally new high-voltage batteries with cylindrical cells, and 800V technology. The BMW iX3 50 xDrive is powered by two electric motors, which together generate output of 345 kW/469 hp and 645 Nm (475 lb-ft) of torque. It accelerates from 0 to 100 km/h (62 mph) in 4.9 seconds and reaches a top speed of 210 km/h (130 mph). Its electric all-wheel-drive configuration consists of an extensively upgraded electrically excited synchronous motor (EESM) with particularly high levels of efficiency at the rear axle and, at the front axle, a new asynchronous motor (ASM) distinguished by its compact design and high cost efficiency. The combination of EESM and ASM is evidence of the BMW Group's commitment to technological neutrality within electric mobility as well. The drive technology developed for the Neue Klasse reduces energy losses by 40 per cent compared to fifth-generation BMW eDrive technology, weight by 10 per cent and manufacturing costs by 20 per cent.

The new high-voltage battery concept with cylindrical cells for the Neue Klasse also achieves significant advances. The energy density on a cell level is 20 per cent higher than with fifth-generation BMW eDrive technology, and the new concept also paves the way for a 30 per cent increase in charging speed. The cylindrical cells are integrated directly into the high-voltage battery ("cell to pack"), which benefits energy density and cost efficiency. Added to which, the high-voltage battery is integrated into the vehicle architecture as a structural component to minimise weight ("pack to open body"). The high-voltage battery in the BMW iX3 50 xDrive has a usable energy content of 108.7 kWh, enabling a range of up to 805 kilometres (500 miles) in the WLTP cycle.

BMW Charging: short charging times, premiere for bidirectional charging.

The advances brought by sixth-generation BMW eDrive technology have a significant influence on the charging experience, too. A maximum charging rate of 400 kW enables users to fill their new BMW iX3 with enough energy at an 800V direct current (DC) rapid charging station to add up to 372 kilometres (231 miles)[2]

[2] The added range after ten minutes of high-power charging was determined in accordance with ISO12906 in the WLTP cycle. This and the charging performance depend on the vehicle specification, battery charge, condition and temperature, individual driving profile, use of auxiliary consumers, ambient temperature and the charging power provided by the charging point.

of range in just ten minutes. The high-voltage battery can charge from 10 to 80 per cent capacity in 21 minutes. Thanks to the battery management tech with integrated switching matrix developed completely in-house by the BMW Group, the new BMW iX3 can also be charged from 400V DC stations. Upgrades to the battery preparation also help to shorten charging times. The new BMW iX3 50 xDrive can top up on alternating current (AC) at 11 kW as standard or 22 kW[3] as an option.

Extensive bidirectional charging functions[4] are also available for the new BMW iX3, meaning that it can be used as an energy supply source for a variety of applications. The Vehicle-to-Load (V2L) function turns the new BMW iX3 into a mobile powerbank, which can supply electric devices with power while on the move. Vehicle-to-Home (V2H) hands it the role of storage unit for solar energy generated by home-fitted photovoltaic systems. And customers can also hook their car up to the energy market via the Vehicle-to-Grid (V2G) application and earn some money in the process.

The selection of standard-fitted and optional charging accessories has been significantly expanded. For flexible charging during a journey, customers can make use of the new Multifunction Charger, which comes with several adapters for charging and discharging the high-voltage battery. The new BMW Wallbox Professional (DC) enables bidirectional charging at home or work. And BMW Charging offers the option of cost-optimised /solar-power-optimised home charging. Emblematic of the charging experience in this new vehicle generation is the intelligent charging flap of the new BMW iX3, which uses artificial intelligence (AI) to detect the customer's intention to top up their car and then automatically opens or closes. And sixth-generation BMW eDrive technology makes it possible to view the current charging speed and curve in the My BMW App. Up to ten individual charging contracts from various suppliers can be shown digitally inside the new BMW iX3, enabling use of the Plug & Charge Multi Contract function.

Heart of Joy: Sheer Driving Pleasure reaches a new level.
One of four "superbrains" in the electronics architecture of the Neue Klasse, the Heart of Joy looks after drivetrain and driving dynamics management. This high-performance control unit is responsible for the drivetrain, brakes, energy recuperation and steering subfunctions, and processes information up to ten times faster than conventional control units. In this way, the potential of electric mobility in terms of instantaneous power delivery, smooth power transfer, agility, stability and efficiency is utilised to the full.

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3 Available from production period 3/2026.

4 Available from production period 3/2026.

Together with the BMW Dynamic Performance Control software stack developed fully in-house, the Heart of Joy calculates all the driving dynamics parameters with a new level of speed and precision. Here, the decades of experience of BMW in the field of driving dynamics control come to the fore. The driver and passengers in the new BMW iX3 experience a uniquely harmonious and BMW-typical driving feeling whatever the situation and speed. Every movement of the accelerator, brake pedal and steering is executed directly and with assurance and precision. Supreme traction and – thanks to the unique Soft Stop function – the smoothest stopping process ever achieved by a BMW are among its other attributes. In addition, the efficiency of the new BMW iX3 is optimised by the integrated management of drivetrain, braking system and energy recuperation. In everyday driving, 98 per cent of braking manoeuvres are carried out using recuperation only, i.e. without application of the friction brakes.

“Superbrain of automated driving” for the driver assistance systems with new-generation technology.
Another high-performance computer brings together all the automated driving and parking functions in the BMW iX3. With 20 times greater processing power than conventional control units, the “superbrain of automated driving” enables a significant technological advance with the Neue Klasse in this area as well.

BMW Symbiotic Drive provides seamless support.
The BMW iX3 uses its Symbiotic Drive capability combined with driver assistance to create a completely new driving experience. Whenever the driver wants to accelerate, brake or steer, their inputs merge seamlessly and intuitively with AI-enabled software.

The result is a whole new form of Sheer Driving Pleasure. These driver assistance functions are generally already included as standard with entry-level specification. For example, the automatic cruise control system is not deactivated with only a light press of the brake pedal; instead, it is only switched off when the driver brakes harder. In the same way, the lane control assistance remains active even after a small steering input by the driver.

The further-developed BMW motorway assistant supports BMW iX3 drivers from the moment they join a motorway until they leave it, and allows them to take their hands off the steering wheel for long periods. The functionality offered by the City Assistant includes traffic light detection, where the car automatically stops and then moves off again.

New electronics architecture with four “superbrains”.
The completely newly developed electronics architecture comprises a total of four high-performance computers known as “superbrains”. They pool their processing

power for driving dynamics, automated driving, infotainment and basic & comfort-enhancing functions. They also provide the basis for a new software architecture that can be continuously upgraded and is therefore designed to incorporate upcoming function updates including AI features.

The new digital nervous system consists of a wiring harness divided into four zones. This reduces weight by 30 per cent compared to the technology used previously and allows for around 600 metres less wiring. Another new feature are digital “smart eFuses”, which replace classical safety fuses. They enable intelligent power modes for different vehicle states that help to improve the car’s overall efficiency.

With its four superbrains and highly connected software platforms, the BMW iX3 is a true software-defined vehicle and exceptionally well equipped for the future. Added to which, the new electronics architecture forms the basis for multifaceted improvements in the networking of the BMW iX3 with the My BMW App. This new level of quality when it comes to integration delivers new experiences and holds considerable potential for future innovations.

Equipment and individualisation to enhance driving pleasure, comfort and versatility.

The new BMW iX3 will be available with one solid and five metallic paint finishes from launch. As an alternative to the 20-inch light-alloy wheels fitted as standard, customers can also browse an exclusive selection of new light-alloy wheels (20-, 21- and 22-inch) available as an option. The range also includes BMW M and BMW Individual light-alloy wheels, some in aerodynamically and weight-optimised Air Performance specification.

Customers can tailor the design of the cabin to their personal style with the help of the Essential, Contemporary, M Sport and BMW Individual interior design worlds. The driver’s seat and front passenger seat are heated and electrically adjustable as standard. M Sport seats and multifunction seats are available as options. Also on the options list are a sports steering wheel and an M Sport steering wheel.

Standard specification for the new BMW iX3 50 xDrive also includes two-zone automatic climate control, Comfort Access, automatic tailgate operation, the extended exterior mirror package, an alarm system and the telephony with wireless charging function. Among the other highlights of the optional equipment offering are three-zone automatic climate control, adaptive headlight functions with intelligent light control, the BMW Iconic Glow package including illuminated BMW kidneys, the Harman Kardon HiFi system with 13 speakers, steering wheel heating and a large panoramic sunroof, whose climate comfort glazing has unique solar energy filtering and 100-per cent UV protection.

Holistic sustainability approach targeting circularity and CO_2e reduction .
The BMW Group kicked off the development of its upcoming vehicle generation by intensifying its efforts to systematically implement “Design for Circularity” principles and further reduce CO_2e emissions throughout the product life cycle. A holistic sustainability approach has therefore been applied for the new BMW iX3.

A variety of measures ensures that the product carbon footprint of the new BMW iX3 50 xDrive over its full life cycle – based on a mileage of 200,000 kilometres (124,260 miles) – is 34 per cent smaller than that of its predecessor. This means that, when charged with electricity from the European energy mix, it has a smaller product carbon footprint than a comparable combustion-engined (ICE) model after around 21,500 kilometres (13,358 miles). When charged exclusively with electricity from renewable sources, the BMW iX3 50 xDrive beats the comparable ICE model after only 17,500 kilometres (10,873 miles, WLTP combined), allowing customers to potentially achieve CO_2e advantages over the ICE model in as little as one year.

Around one third of the new BMW iX3 is made from secondary raw materials. For example, the storage compartment under the front hatch and the engine compartment cover are made from 30 per cent[5] recycled marine plastic. The base material of the yarn for the Econeer seat textile, the headliner (textile) and the floor-mat carpet is made from 100 per cent[6] recycled PET. When it comes to the car’s chassis, aluminium consisting of 80 per cent secondary raw material is used for the swivel bearings and hub carriers, while the wheel rims are cast from aluminium with a 70 per cent secondary raw material content.

The overall product carbon footprint of the supply chain for the BMW iX3 50 xDrive has been reduced by 35 per cent. Production and operations at BMW Group Plant Debrecen do not use fossil fuels in normal operating conditions. And thanks to sixth-generation BMW eDrive technology and other BMW EfficientDynamics measures, the energy consumption of the new BMW iX3 is 20 per cent lower than that of the predecessor model (WLTP combined).

The BMW Group's new corporate website provides an overview of all key company topics and consolidates various aspects of the journey toward the Neue Klasse. It offers extensive information on the development of the latest model generation, highlights historic milestones of the Neue Klasse, and features details about the innovative technologies of the new BMW iX3, available here: https://www.bmwgroup.com/en/company/neue-klasse.html. Additionally, starting September 6, 2025, a four-part documentary film about the Neue Klasse

[5] The stated proportion of recycled material in per cent refers to the base polymer without taking into account the additives and fillers contained in the material.

[6] The stated proportion of recycled material in per cent refers to the base polymer without taking into account the additives and fillers contained in the material.

will be released on the corporate website, offering an in-depth look into the company's significant transformation.

Design.

Entering a new era: clear and rich in character, future-focused and timeless.

HIGHLIGHTS DESIGN

- **New design language.** Clear, reduced and character-rich design for the new BMW iX3.
- **Powerful appearance.** Reduced surface treatment, precise lines and large glazed areas.
- **New interpretation of the four-eyed face.** Vertical kidneys, horizontal light signature – light replaces chrome.
- **Flush-fitting.** The door handles automatically extend when the driver/passengers approach the car.
- **Wrap-around effect.** The lines of the horizontally configured cockpit flow directly into the door trim panels.
- **Animated greeting from both the exterior and interior.** Holistic sequence of sound and light effects makes a striking impression.

Design.

Entering a new era: clear and rich in character, future-focused and timeless.

The new BMW iX3 marks the launch of the new BMW design language. Major technological advances always present an opportunity for more substantial changes to a car's design. The new design language is clear, reduced and rich in character – and will be rolled out across the whole BMW model range in due course. It shines a clear spotlight on the BMW brand's unmistakable styling cues and reimagines them with a modern flavour. The BMW iX3 showcases the values and qualities of the Neue Klasse within the template of a Sports Activity Vehicle (SAV).

Focusing on the essentials, the design language gives the exterior of the new BMW iX3 a modern and robust overall appearance. Large glazed surfaces project a feeling of lightness and openness, and the interior has been designed to create an inviting and generously sized living space. The familiar seating position of a BMW X model and a fresh take on the driver focus for which BMW is renowned – strongly influenced by progressive digitalisation – deliver a supreme driving experience on and off road. "The design of the Neue Klasse provides a very modern interpretation of what BMW has always stood for," says Adrian van Hooydonk, Head of BMW Group Design. "With our new design language, the new BMW iX3 looks future-focused, modern and timeless – but, above all, more BMW than ever."

SAV with new design language and the familiar proportions of a BMW X model.
At 4,782 millimetres in length, 1,895 millimetres wide and 1,635 millimetres tall, the new BMW iX3 has the hallmark proportions of a BMW SAV. The characteristic two-box design is infused with the rugged presence of a BMW X model and has a reduced surface treatment that emphasises all four wheels. Created squarely and exclusively for electric vehicles, the vehicle architecture enables an extremely favourable ratio of body footprint to interior space. The BMW iX3 has a 2,897-millimetre wheelbase and track widths of 1,628 millimetres at the front axle and 1,633 millimetres at the rear.

With its precise lines, reduced surfaces and large glazed areas, the visuals of the new BMW iX3 blend dynamism with lightness. The 20-inch light-alloy wheels fitted as standard and nine millimetres added to the wheel diameter compared to the predecessor underscore the SAV's powerful appearance. Detailed aerodynamics-optimising measures enable a drag coefficient (C_d) of 0.24.

The front end: new interpretation of the classical four-eyed face.

The upright front end gives the new BMW iX3 a commanding presence. Large air intakes and a black band in the lower section of the front apron accentuate the robust sportiness of this BMW X model. Added to which, the reduced surface treatment allows the highly distinctive BMW kidneys and twin headlights to take centre stage. An all-new horizontal light signature takes the place of chrome trim elements, lending the front end a sense of quality and class. The redesigned BMW brand logo is embedded above the kidneys in the “valley” of the bonnet.

In reference to the Neue Klasse of the 1960s, the sculpted BMW kidneys are vertically arranged. Embedding the kidneys into the surface of the front apron emphasises their contours further still. There is also a new take on the signature BMW four-eyed face created by the headlights. Here, vertical, slightly outward-slanting daytime driving light elements with indicator functions generate the unwavering gaze on the road familiar from BMW’s past. Additional horizontal light surfaces, which create a distinct feeling of depth and extend up to the BMW kidneys, add the finishing touches to the new light signature. Together with the BMW kidneys with Iconic Glow, they bring an exclusive light effect to the front end of the new BMW iX3.

Side view combines powerful stature with lightness.
In the vehicle’s flanks, generously proportioned surfaces accentuated by a small number of precise lines create a character-rich appearance. The design appears as if cut from a single mould thanks to flowing transitions into the front and rear ends. The muscular stature of the new BMW iX3 is underscored by fully body-colour wheel arches with – in familiar BMW X model style – subtly rectangular contours. In contrast, the glazed areas in the upper section of the vehicle body exude an elegant sense of lightness. The slim side window graphic and slightly downward-sloping roofline optimise aerodynamics. Hidden seals allow the vehicle body to transition directly into the glass surfaces, producing a harmonious side view. A character line positioned low down in the flanks emphasises the height of the car and gives a dynamically stretched feel. The door handles are integrated flush into the doors and extend automatically when the BMW Digital Key approaches.

Rear end with athletic shoulders and new light signature.
The clear design language, focusing on the essentials, continues at the rear of the new BMW iX3. Similarly to the front of the car, the dominant theme in the upper section of the rear is large surfaces detailed by a small number of lines, creating a technical, modern aesthetic. The lower section of the rear apron, meanwhile, generates greater visual impact, with the robust yet sporting character of the new BMW iX3 underscored by a black band and a diffuser element.

When viewed from the rear, the eye is drawn in particular to the athletic shoulders of the body and the heavily tapered – and therefore aerodynamics-enhancing – glasshouse. The visual emphasis of the wheel arches accentuates the car's width and robust stance on the road. This effect is enhanced by the expansive, horizontally arranged rear lights. Indeed, the BMW iX3 also has a new light signature at the rear. Its light sources are split through several levels and develop a particularly intense feeling of depth. The individual light sources of the rear lights on the new iX3 are arranged in the familiar BMW L shape.

The attention-grabbing roof spoiler raises the visual dynamism of the new BMW iX3 another notch. Mirroring the "valley" in the bonnet, the spoiler has a central recess that continues into the space between the rear lights, where it creates a perfect stage for the updated BMW logo.

The acoustic and visual welcome and goodbye sequence for the driver varies according to the car's specification. The Base variant provides a reduced sequence of effects. The **BMW Iconic Glow exterior package** then adds an impressive sound and light sequence with **Relaxed**, **Balanced** and **Excited** styles. This sequence welcomes the driver as they approach the vehicle and then continues in the interior. As the driver takes their seat, an animated greeting begins in the **BMW Panoramic Vision** and Central Display, spreading smoothly from the driver's side of the cockpit to the front passenger side.

New metallic paint finishes, exclusively for the BMW iX3.
The BMW iX3 will be available from launch with a choice of one solid and five metallic paint finishes, including the Polarized Grey metallic and Ocean Wave Blue metallic available for the first time and exclusively for the fully electric SAV. Another three metallic paint finishes will be added to the range of colours in spring 2026.

Interior: modern space has a BMW-typical driver focus and offers exceptional comfort for all passengers.
The design of the BMW iX3 interior sets new standards in terms of modernity and the digital experience. The interior design has an uncluttered and reduced feel, providing the ideal stage for the digital experience. The cabin is all about the clear driver focus for which BMW is renowned and comfort for all those on board. Conceived specifically for electric vehicles in all areas, the vehicle architecture paves the way for exceptional spaciousness in all five seats. The significant increase in legroom for passengers in the rear seats compared to the predecessor model is immediately noticeable. Large windows and the optional panoramic sunroof generate an ambience bathed in light. The lines of the "floating" instrument panel flow directly into the large-surface door trim panels, creating an enveloping wrap-around effect for the passengers. With its fabric surface, the instrument panel –

with atmospheric backlighting as an option – contributes to the warm and inviting atmosphere of the interior.

Another dominant theme of the interior is the new control/operation system BMW Panoramic iDrive. The technological advances achieved here create the freedom not only to totally redesign the individual control elements, but also to reconfigure the relationship between form and function. For example, alongside the multifunction buttons (designed for intuitive operation) and pronounced thumb rests, the newly designed steering wheel now also has a central spoke in its upper section. This design approach builds on the fact that driving information in the new BMW iX3 is shown on the BMW Panoramic Vision or BMW 3D Head-Up Display, meaning that there are no cockpit displays behind the steering wheel.

BMW Panoramic iDrive opens the door to a new dimension in the BMW-typical driver focus and greater personalisation than ever. The driver is always given the right information at the right time and in the ideal place. Displays, geometry and light & sound design merge into an all-encompassing overall experience. The My Modes offer a curated experience that orchestrates the connection between light, sound and drive system to harmonious effect.

Newly designed seats, four interior worlds to choose from.
The newly designed seats in the new BMW iX3 offer high levels of comfort over long distances, strong lateral support and a wide range of adjustment. Thick seat cushions extending a long way downwards and the absence, to a large extent, of plastic trim give the seats an elegant appearance. With their distinctive contours, the head restraints also play their part in the progressive style of the interior design. The control panels for the electric seat adjustment are integrated into the door trim panels. The rear seat bench has a single, sofa-like seat surface. And the new BMW iX3 comes with electrically powered door openers in both the front and rear, the controls for which are located directly aft of the window buttons on the pull handles.

The centre console between the driver and front passenger seat – complete with storage compartments and control elements – also has a totally new design. The storage area underneath the armrest houses a 12V power supply. In the front section of the centre console is a storage space with an inductive charging function, two USB-C ports and room for a second mobile phone, plus two cup holders separated by a triangular illuminated trim element. Behind it are the gear selector lever, a roller switch for adjusting the audio system volume and the physical buttons for the parking brake, rear window heating, windscreen defrosting and hazard warning lights. Below the centre console, a storage space with indirect illumination offers additional space for stowing items.

The meticulously curated interior worlds give every equipment package an unmistakable character all of its own. The choice of materials and the colour scheme are inspired by modern interior design and the advanced technology of the Neue Klasse. An attractive and extensive range of colours ensures the interior shades and exterior paint finishes are perfectly coordinated. The Essential interior world, which comes as standard, features seat surfaces in Econeer – a surface material made from recyclable secondary material – in the shade Vivid Grey. With the optional Contemporary world, the seat and interior surfaces in Veganza (a material with leather-like characteristics) can be ordered in the colour variants Black, Digital White and Castanea. The optional M Sport package can also be combined with Contemporary trim or a BMW Individual trim option and includes black seat surfaces in the Veganza/M PerformTex combination. Customers can also specify the BMW Individual interior world with a high-quality Merino leather/M PerformTex combination in Black Bicolour or Adelaide Grey.

Available from launch: the M Sport package and M Sport package Pro.
The new BMW iX3 can be ordered immediately from launch with an M Sport package as an option. Accentuating the SAV's dynamic aura are special exterior design features including a two-section front apron, air-guiding elements near the front wheels, two-tone painted side skirts, exterior mirror caps bearing the M logo, a particularly pronounced diffuser element and vertically arranged reflectors in the rear apron.

Also part of the M Sport package are 20-inch M light-alloy wheels in double-spoke design, an M Sport braking system with blue-painted brake callipers and an exterior mirror projection for the welcome and goodbye sequence, which displays the M logo. Accentuating the car's sporting character inside are a sports steering wheel, M pedals, an M-specific trim element between the cup holders, black seat surfaces in Veganza/M PerformTex, the instrument panel covered in a combination of black M PerformTex and anthracite-coloured cloth, plus M-specific content in the Central Display and BMW Panoramic Vision.

The M Sport package Pro then adds features including illuminated BMW kidneys with a black surround, exterior mirror caps, and a diffuser element at the rear, likewise in black. On cars specified with the M Sport package Pro, the M Sport braking system also brings red brake callipers. Inside the cabin, M seats in black Veganza/M PerformTex, an M steering wheel and M seat belts fuel the richly engaging driving pleasure on offer in the new BMW iX3. Further colour and equipment variants for the new iX3 will be made available over the course of the next year.

The load compartment of the new BMW iX3 has a capacity of 520 litres, or up to 1,750 litres with the rear seat backrest elements folded down. Together with the

58-litre storage space under the bonnet, this makes the new iX3 a great option for longer trips away as well. If the optional electric fold-in/fold-out trailer tow hitch is specified, the new BMW iX3 50 xDrive has a maximum trailer load of 2,000 kilograms.

Elevating the digital experience to a whole new level – in the BMW iX3 and beyond.

Exceptionally well connected, intelligent and allowing detail customisation.

HIGHLIGHTS UI/UX

- **BMW Panoramic iDrive featuring BMW Operating System X.** Unrivalled display and control/operation system that perfects driver focus, information supply and ergonomics.

- **Four key elements.** BMW Panoramic Vision, Central Display in free-cut design, shy-tech multifunction steering wheel, 3D Head-Up Display.

- **BMW Intelligent Personal Assistant.** Extensive improvements and gradual introduction of large language model (LLM) technology for natural voice interaction.

- **Customised digital experience.** BMW ID and new My Modes offer greater scope for customisation than previously.

- **BMW Maps.** Intelligent, charging-optimised route planning and comprehensive navigation experience even in base specification.

- **BMW Digital Key Plus as standard.** Smartphones and smartwatches are turned into vehicle keys with a host of additional functions.

Elevating the digital experience to a whole new level – in the BMW iX3 and beyond.

Exceptionally well connected, intelligent and allowing detail customisation.

The BMW iX3 heralds the start of a new era for the digital user experience, both in the car and when using the My BMW App. The new display and control/operation concept BMW Panoramic iDrive revolutionises interaction with the vehicle and places information directly in the driver's field of vision, thereby taking BMW's familiar "hands on the wheel, eyes on the road" approach to the next level. The new BMW Operating System X is the intelligent software that provides the basis for the wide-ranging customisability and wealth of digital functions on offer. Interaction with the new BMW Intelligent Personal Assistant reaches new heights courtesy of large language model (LLM) technology. Thanks to the all-new electronics and software architecture featuring four high-performance computers, customers will be able to notice the superior intelligence of the BMW iX3 in everyday situations, too. For example, the interior lighting is automatically switched on when the driver reaches for an object on the front passenger seat, the charging flap opens when approaching it to insert the charging cable, and the My BMW App alerts the customer if the interior sensors detect movements in the vehicle when it is locked. The new electronics and software architecture in the BMW iX3 is already primed for the numerous additional intelligent features that customers are set to benefit from in future thanks to over-the-air software updates.

Four elements with a single goal: complete driver focus, BMW-style.
The new BMW Panoramic iDrive is underpinned by BMW Operating System X, which merges four key elements to create an unrivalled display and control/operation system that perfects driver focus, information supply and ergonomics. BMW Operating System X was developed in-house at BMW. As with BMW Operating System 9, it is based on an Android Open Source Project (AOSP) software stack. Software update capability has been further enhanced compared to the outgoing system, ensuring the BMW iX3 is kept right up to date at all times.

The BMW Panoramic Vision is a newly developed display concept from BMW for projecting content directly onto the lower section of the windscreen, where information appears on a black printed surface stretching from A-pillar to A-pillar. The information is visible to all occupants and promises a new dimension in driver focus.
The most important driving information is projected directly into the driver's line of sight on the left-hand side of the BMW Panoramic Vision (in left-hand-drive models), above the steering wheel. The driver is able to personalise content in the

central and right-hand areas of the BMW Panoramic Vision via the Central Display in free-cut design. The way the BMW Panoramic Vision is integrated creates a 3D effect for the driver and passengers.

The new optional **BMW 3D Head-Up Display** positioned above the BMW Panoramic Vision now shows integrated navigation and automated driving graphics in the driver's immediate field of vision for the first time. The content in the BMW Panoramic Vision and BMW 3D Head-Up Display is presented in a neatly coordinated way.
The BMW Group has filed several patent applications resulting from the development of the projection technologies used in the two displays, underlining just how much innovation has gone into them.

The 17.9-inch **Central Display in free-cut design** with matrix backlight technology and a resolution of 3340x1440 pixels features a further improved version of the familiar QuickSelect menu structure to enable optimum operation of functions and content by touch. The Central Display's home screen permanently shows the BMW Maps navigation system's map view or other individually configurable content. Also to be found on this level are vertically arranged widgets on the driver's side, which the user can switch between by swiping. The QuickSelect feature allows important functions to be accessed directly without having to enter a submenu. Swiping a widget horizontally then displays additional related information and settings options. Operation is exceptionally ergonomic thanks to the Central Display's ideal positioning in close proximity to the steering wheel. Users can return to the home screen from any of the submenus with a tap of the finger on the home icon at the lower edge of the Central Display. Quick access icons for playing music, navigation, phone calls, the All Apps menu and the vehicle settings menu are also located here. There is a menu on the Central Display containing widgets that can be moved to the BMW Panoramic Vision by drag and drop. Up to six widgets can be freely configured in this way.

The new **multifunction steering wheel** employs the BMW shy-tech approach, meaning available functions are indicated by illuminating the corresponding buttons. It thereby serves as the primary physical control point, whose buttons provide active haptic feedback. The buttons' finely designed, relief-like surfaces provide optimum orientation and enable the driver to control functions manually without needing to take their eyes off the road. The buttons have been arranged in accordance with the customary principle of placing driving assistance functions on the left side of the steering wheel and functions for controlling infotainment and communications features, for instance, on the right.

BMW iX3 drivers will always be given the right information, in the right place and at the right time. The system continues the approach of using an optimum

combination of analogue and digital controls featuring switches and buttons, touch and voice command. There are haptic controls for the windscreen wipers, turn signal indicators, exterior mirrors, volume control, gear selector and defrost function. Other functions are optimised for use by touch and voice command or via the multifunction steering wheel.

The user interface design for BMW Operating System X uses high-contrast text, icons and graphics to ensure content is shown precisely and clearly in all situations. Its animations and flowing transitions create a sense of three-dimensional depth that gives the display emotional appeal. BMW's hallmark precision is carried through to the digital realm, where it can be seen in all icons, typographic details and the 3D graphics visualising the vehicle. The Ambient Layer adds visual and emotional depth. This animated background produces a vibrant feel across all display surfaces and is present in all modes and views. The technical basis for this is provided by a real-time shader, which generates a suitable animation based on sensor data, system events and user inputs.

Micro-animations, as they are known, have been included to facilitate intuitive operation. Movement prompts indicate the direction the user can scroll or press in, with every animation designed in great detail. Micro-animations provide visual feedback in response to correct inputs, too. No matter whether it's highly visible or more subtle in nature, every animation follows the 'signature motion curve' that was specially developed by the BMW Design team and instils the animations with a modern, engaging feel by starting fast and then gently slowing down – all with the aim of making operation of BMW Operating System X as intuitive and user-centric as possible.

BMW Intelligent Personal Assistant with major improvements for natural interaction.

The BMW Intelligent Personal Assistant plays a key role in the BMW iX3 operating concept, serving as an adaptive assistant that turns the vehicle into an intelligent digital companion. Besides the addition of two new voices, its appearance has also been completely redesigned for the BMW Panoramic Vision. The assistant can be summoned in the usual way with the prompt **"Hey BMW"** or the push of a button on the steering wheel's right-hand control panel. The Intelligent Personal Assistant is positioned in the centre of the BMW Panoramic Vision by default following initial setup. It is always able to react appropriately to the specific context with a range of appealing, lively animations. Following prolonged periods of inactivity, the assistant recedes into the background on a visual level by transforming into a BMW logo. The assistant can help to control the windows, air conditioning, seating comfort, phone calls, in-car entertainment and far more besides. It can also be used to call up many function menus or operate certain apps.

For the development of the BMW Intelligent Personal Assistant, the BMW Group established a collaboration with Amazon in 2022, based on Alexa Custom Assistant as the technological foundation. The company selected Amazon as its strategic partner for next-generation voice AI technology, deepening the existing collaboration with Alexa Custom Assistant. Both companies are committed to providing additional features to enhance the driving experience. The goal is to continuously improve voice interaction in the vehicle. Through the integration of Large Language Model (LLM) technology, customers will be able to interact with the Intelligent Personal Assistant in a completely natural way.

Initially, the LLM technology will focus on navigation (available only in the USA at launch, with other countries to follow). Customers can make requests, refine them, and ask follow-up questions as they would in a normal, natural conversation. The goal is to implement LLM technology across all vehicle control functions to elevate voice interaction to a new level. Thanks to the Amazon collaboration, additional functions from Amazon Alexa will be controllable through “Hey BMW,” including music search and much more. Passengers can also make requests over an extended time without needing to reactivate the assistant by saying “Hey BMW.” Additionally, the assistant can be interrupted by voice.

At the driver’s request, the BMW Intelligent Personal Assistant is also able to offer proactive suggestions based on usage patterns and other factors. BMW Operating System X further expands this intelligent capability by taking far more contexts into account, e.g. from the environmental situation. In the case of driver assistance systems that are fitted but seldom used, for instance, the BMW Intelligent Personal Assistant will point them out to the driver in suitable situations. If the vehicle is being driven in a sporty manner on suitable stretches of road, the assistant will propose activating My Mode Sport. And if the driver misses a call, the assistant will suggest returning the call in the widget on the Central Display. If the driver doesn’t react to the proactive prompts repeatedly or if individual suggestions are frequently rejected, the intelligent system will take note of this and refrain from making suggestions in future.

The **Routines** function further expands the ways in which the BMW Intelligent Personal Assistant can help the driver. In the same way people have their daily morning routine of e.g. first switching on the coffee maker then scrolling through the day’s news, drivers are now able to easily teach the assistant routines for the ultimate in personal Sheer Driving Pleasure. If the steering wheel heating, seat heating and defrost function are all switched on at the start of every journey in winter, for instance, these same actions can be simply combined into a routine.

Additional functions will be provided to customers in future via software updates in order to keep improving and expanding the capabilities of the BMW Intelligent Personal Assistant.

An enthralling experience from start to finish: the BMW iX3 welcomes the driver and says goodbye again with a customisable lighting and sound sequence.
The **BMW Digital Key Plus** is set to be the preferred form of vehicle access for the BMW iX3. This means that smartphones and smartwatches from all leading manufacturers (incl. Apple, Samsung, Google) can be easily set up to work as a vehicle key. Ultra-wideband (UWB) and Bluetooth technology are used to enable smartphone and vehicle to communicate with one another at close range. The UWB technology allows the user's location to be pinpointed extremely precisely while also ensuring the highest possible vehicle access security (certified according to the Car Connectivity Consortium's standard). Featuring visual and acoustic effects to accompany the driver as they move from the outside of the BMW iX3 and into its interior, the welcome sequence begins while they are still approaching the car with the BMW Digital Key Plus. The welcome varies depending on the specification. Whereas the base model variant offers a more reduced sequence, the **BMW Iconic Glow exterior package** paves the way for striking sound and light effects featuring the styles **Relaxed, Balanced and Excited**. The logo is projected and the door handles extend automatically shortly before the driver reaches the car, and when they grasp the handle the BMW iX3 will seem to unlock by itself. While the driver is still settling into their seat, they are welcomed by an animation encompassing the **BMW Panoramic Vision** and the Central Display that builds up harmoniously from the driver's side to the front passenger side. From approaching the car to pulling away in it, the smartphone can simply be left in the driver's pocket the entire time, with just a press of the brake pedal needed to start the BMW iX3. The BMW Digital Key Plus continues to enrich the seamless digital experience in the BMW iX3 when the journey reaches its end, too. As soon as the driver leaves the vehicle, a lighting sequence provides visual confirmation that the BMW iX3 has been locked automatically.

The BMW Digital Key Plus has further benefits to offer in addition to highly convenient vehicle access. Customers are able to share the digital key with others easily and securely using a messaging app, while setting individual roles and rights at the same time. It also enables the use of additional functions via the smartphone wallet, such as remote operation of the tailgate or – in conjunction with the optional Parking Assistant Professional – Remote Control Parking with the My BMW App.

BMW Operating System X: intelligent and future-proof with great scope for personalisation.
The **BMW ID** opens the door to the customisable driving experience with BMW

Operating System X. Up to seven different users can sign in to the new BMW iX3 with their BMW ID, allowing them to enjoy every drive to the full with their individual settings. The personalisation process begins in the vehicle with initial registration, which is done by scanning a QR code in the Central Display with a smartphone. The personal BMW ID is then added to the car and the user is guided through the main steps of initial setup, which can also be started prior to vehicle handover via the My BMW App if desired. At the same time, the vehicle is automatically stored in the My BMW App with the corresponding profile. All personal vehicle settings, such as the **configuration of the BMW Panoramic Vision**, media favourites, recent destinations, seat settings with entry and exit configuration, and much more besides, are now automatically available for every journey provided the profile has been linked to a BMW Digital Key or physical key. Before setting off, a message greeting the customer by name – together with their personal profile picture if desired – will automatically appear in the Central Display.

The new BMW iX3 puts the fun into waiting: stream a movie, play a video game or make a video call.[7]

BMW Operating System X offers BMW iX3 customers more in-car entertainment options than ever before. They can opt for the convenience of using the extensive app, video and gaming portfolio with the unlimited data included with the BMW Digital Premium package. Alternatively, customers can provide their own connectivity by using their smartphone as a mobile hotspot or logging in to a Wi-Fi network. The BMW iX3 provides access to the Video app (powered by TiVo™). This allows videos to be streamed on the Central Display when the vehicle is stationary and offers an ever-expanding range of content, such as news and live/on-demand streaming platforms. The latest addition to the Video app and App Store offering for the new BMW iX3 is the **Disney+ streaming service**, while YouTube is also available. By signing in with existing accounts, customers can pick up movies or series in their parked car from the exact point they left off at home. The Video app also offers country-specific content. In Germany, for instance, the app additionally includes the tagesschau news service app as well as the popular streaming service JOYN, providing access to broadcasters such as ProSieben. The choice of video streaming platforms will keep evolving. **BMW Originals** is an integral part of the Video app that additionally offers BMW customers streaming of selected concerts and sports events, such as the Ryder Cup, the BMW Open or BMW Classics with the London Symphony Orchestra. The Video app will be made available across all BMW Connected Drive markets over the course of 2026.

In-car gaming via **AirConsole,** as introduced for the first time with the BMW Operating System 8.5, is also available in the new BMW iX3, featuring world-renowned titles like UNO® Car Party! A new highlight in the extensive game library

[7] Availability of specific apps and contents is country-specific.

of AirConsole is **Hot Wheels: Xtreme Overdrive™ from Mattel**, which is exclusively available to BMW customers. AirConsole allows customers to use their own smartphones as controllers, enabling all passengers to play together or against each other.

Customers can obtain further games and apps for in-car entertainment from the **BMW ConnectedDrive Store**. Selected games can now also be controlled with the Bluetooth controllers for standard games consoles in the BMW iX3. Today, the BMW ConnectedDrive Store already features a total of **over 60 apps worldwide in the categories music & audio, entertainment, gaming, news, and travel & local**. For the first time, customers are also able to use the Zoom app for video calls when stationary in the BMW iX3. The video shown in the Central Display stops as soon as the vehicle sets off, but the conversation can be continued seamlessly in audio form.

The portfolio is set to keep growing. In order to download and use the apps, either the connectivity provided by BMW Digital Premium or a connection to a Wi-Fi network or mobile smartphone hotspot is required.

New colour worlds and personalised ambience: My Modes offer new scope for customisation.
The adjustment options offered by the My Modes have been expanded, enabling BMW iX3 drivers to customise the driving characteristics too for the first time. My Mode Personal now lets the driver adjust responsiveness and steering feel as they please. There is also a variety of options for tailoring the user interface design to suit personal preferences in **Personal mode**. Six inspirational background images from BMW Design will be available for this purpose at launch. Customers will also be able to set their own pictures as the background image for the Central Display using the My BMW App. The appearance of the user interface design colours across all displays automatically adjusts to the selected image. Alternatively, a range of individual shades is available for the user interface design and ambient lighting.

Drivers can choose from the My Modes **Sport, Efficient and Silent** in addition to the customised Personal mode. Sport mode is focused on delivering a dynamic driving experience, while Silent mode is all about digital reduction and simply enjoying a quiet journey. The vehicle settings in Efficient mode, meanwhile, facilitate efficient driving. The Personal, Efficient and Silent My Modes can each be set as the preferred default mode.

BMW Maps: intelligent, charging-optimised route planning and comprehensive navigation experience even in base specification.
The new BMW Panoramic iDrive turns every journey into an experience when

route guidance is activated. Perfect coordination of the navigation information shown in the BMW Panoramic Vision, Central Display and optional BMW 3D Head-Up Display ensures the driver is given the right information at the right time and in the right place. The Curve Ahead View function provides the driver with visual assistance in the BMW 3D Head-Up Display for challenging bends in the road.

In the BMW iX3, the cloud-based BMW Maps navigation system will calculate a charging-optimised route as soon as the destination has been entered if the vehicle's current range is insufficient for the journey's distance. The charging stops are planned so that the selected destination is reached as quickly as possible. The driver can also set a preferred minimum charge level for when the vehicle reaches the final destination or charging stops that can be adjusted in increments of five per cent. The system is able to give preference to charging stations operated by selected providers at the driver's request.

If required, even more detailed information can be provided for the charging station stops en route. Current station availability, supported connector types and payment options are listed, along with the availability of sanitary, catering or shopping facilities in the vicinity of the respective charging station. The expected duration of the planned charging stop and the resulting cost can also be shown in advance.

The closer the vehicle gets to a scheduled mid-journey stop, the more frequently the availability of the charging point is checked so that an alternative route can be calculated in good time if necessary. The MAX RANGE function that can be used in the BMW iX3 was mainly devised for cases where, contrary to expectations, a charging point forming part of the planned itinerary is unavailable. The function is available in My Mode Efficient and is able to extend range by up to 25 per cent by carefully limiting drive power and top speed and scaling back comfort functions.

If the BMW Maps navigation system's route guidance has planned a mid-journey stop at a DC charging point, the high-voltage battery of the BMW iX3 is pre-heated as the car approaches in order to ensure it is charged as efficiently as possible. This preparation of the battery can also be initiated manually.

All the details of each completed charging operation are stored in the BMW backend. In this way, the actual charging rate achieved can be precisely documented, for example, and preference given to the best charging stations for the charging-optimised route. Live data from charging station operators on out-of-service charging points is also taken into account for route planning.

BMW Digital Premium: the complete, flexible package of extensive security functions, extended navigation features and unlimited entertainment.

BMW Operating System X has brought about major enhancements to the BMW Digital Premium offering over the preceding generation. For the first time, the package now includes a **Security Assistant**, comprising a host of useful functions for giving the customer greater peace of mind. Attempted thefts and parking knocks will trigger push notifications in the My BMW App, for instance. And in the event of an accident, the BMW Drive Recorder instantly makes exterior footage of what happened available in the car, which can then be exported to a mobile phone. The **anti-theft and parking collision recorder** likewise makes automatic video recordings. The optional **Remote Inside and Remote 3D View** functions additionally allow customers to take a glance inside their BMW iX3 and check its immediate vicinity using the My BMW App.
The extended range of functions included with BMW Digital Premium makes for even better navigation using **BMW Maps**:

- **High traffic volumes** on roads that aren't on the active route are also marked in colour on the map.
- **3D and satellite views:** high-resolution 3D and satellite views can also be selected for the navigation map.
- Known **speed checks** or other traffic checks such as red light cameras are added to the navigation map (not available in all countries).
- **Precise lane visualisation** in BMW Maps: precise and realistic visualisation of traffic lanes facilitates navigation guidance when dealing with complex road layouts in cities.
- **Proactive Navigation:** the system learns places that are driven to regularly and can be set to send automated push notifications in the My BMW App in advance if there are unusually long delays on the route.
- **More efficient parking searches:** the sensor technology aboard the connected BMW fleet is used to provide on-street parking information and parking suggestions. The current occupancy of many parking facilities is additionally indicated on the map.

The **data** required for entertainment functions **is included** with BMW Digital Premium, meaning there is no need for customers to provide a data connection by using a smartphone as a hotspot or signing in to a Wi-Fi network. What's more, the 5G-ready vehicle telematics system ensures the **best possible streaming speed** at all times.

BMW Digital Premium offers customers who equip their BMW iX3 with the M Sport package three further **M-specific in-car apps**. These provide access to technical vehicle signals and driving dynamics data as well as additional media content. The M Cockpit app allows the customer to create an individually

configured dashboard with real-time data, while the M Drag Meter provides a measurement of the vehicle's acceleration. And the M Channel offers motor racing videos along with exclusive insights into the world of BMW M.

Flexible vehicle specification even after buying: extended choice of BMW ConnectedDrive Upgrades.
BMW ConnectedDrive Upgrades allow customers to add further digital products and services to their vehicle even after they have bought it. Most BMW ConnectedDrive Upgrades give customers the option of a free trial period. Besides BMW Digital Premium, the range available for the new BMW iX3 includes the full spectrum of driver assistance systems offered in the local market, from the Parking Assistant Plus to the Driving Assistant Plus to the Highway Assistant. Depending on the particular product, these functions can be booked flexibly as BMW ConnectedDrive Upgrades for the vehicle's lifetime, one year or one month. They can be obtained from the BMW ConnectedDrive Store either online, in the My BMW App or directly from the car.

The BMW ConnectedDrive Store has been given an even clearer layout for BMW Operating System X. It serves as the main gateway for customers wishing to obtain third-party apps, book BMW ConnectedDrive Upgrades or manage existing bookings.

Improvements to customer experience for over-the-air software updates.
BMW already has over 60 models on the world's roads that are fully updateable, equating to a total of some 10 million vehicles – a benchmark figure for the industry. Customers have successfully performed far in excess of 15 million updates in their BMWs. This vast experience was used to make targeted improvements to the update capability and update process for the new BMW iX3. Executing the updates will also be made even easier. If the **Automatic Update** option is activated, the BMW iX3 will take care of all steps apart from the final confirmation for installing the update. Even the most extensive updates of the vehicle's software will take no more than 20 minutes. Further information on the current software version and availability of new updates can be found at any time by opening the "My Vehicle" app in the BMW iX3.

Maximum pleasure from before the word go: new Onboarding Wizard and far greater range of functions in the My BMW App.
A brand new vehicle with its vast array of digital functions can seem a daunting prospect at first. The **Onboarding Wizard** in the car has undergone a fundamental overhaul in order to offer customers an optimum user experience right from their first encounter with it. Following initial registration with their BMW ID, it guides the customer through the vehicle's key functions. These include setting up the BMW Digital Key, pairing a smartphone via Bluetooth and adjusting the BMW

Intelligent Personal Assistant. The **My BMW App** allows customers to start personalising their BMW iX3 before they have even taken delivery of it. Locations such as “Home” or “Work” can be set, for instance, a profile photo added or vehicle settings such as the style for the BMW Iconic Glow exterior package selected in advance.

Ever since its launch in 2020, the My BMW App has formed an essential component of the BMW experience, with over 12 million active app users globally. Because the Neue Klasse was developed as a true software-defined vehicle (SDV) with a brand new electronics and software architecture, it provides a cutting-edge basis for mobile services: real-time interaction, more extensive access to functions to unlock a wider range of remote services and more scope for personalisation, as well as new connectivity features directly in the vehicle. This new level of integration delivers new experiences in the BMW iX3 and holds considerable potential for future innovations. Highlights available from the launch of the BMW iX3 include:

- **Remote commands** such as sending navigation destinations and changes to settings are transmitted without any intermediate steps and executed by the vehicle **almost in real time**. The charging speed can also be monitored live from the My BMW App.
- **Extended remote functions:** customers are able to operate windows remotely and program individual settings for pre-conditioning the car, e.g. adjust the desired temperature or activate seat heating for individual seats. For greater flexibility when charging, customers can set up their own charging time slots, e.g. to take advantage of lower electricity tariffs regardless of the departure time.
- **Access for passengers:** passengers are now able to connect their My BMW App with the car quickly and simply by scanning a QR code. This allows them to easily control vehicle functions, such as the music playing, temperature, lighting or navigation, without distracting the driver.

Apple CarPlay and Android Auto smartphone integration.
Wireless use of Apple CarPlay and Android Auto is also included as standard in the new BMW iX3. Any available metadata for media titles or route guidance that are active in the current mode is shown to the driver in the BMW Panoramic Vision and optional BMW 3D Head-Up Display in an intelligently presented form. The QuickSelect widgets continue to be available in the Central Display’s home screen, while the content projected from the smartphone is embedded alongside them so that it fits in with the display’s shape. Once linked, the Apple CarPlay / Android Auto icon will be added to the menu bar, allowing the projected content to be displayed in full screen mode.

Four superbrains make the BMW iX3 noticeably more intelligent for customers.

Completely newly developed electronics and software architecture provides the basis for the software-defined vehicle.

HIGHLIGHTS SUPERBRAINS

- **New electronics and software architecture.** Basis for the software-defined vehicle, flexible and ready for the future.
- **Zonal electronics architecture.** Radically simplified wiring harness featuring four zones.
- **Four superbrains.** High-performance computers with 20 times more processing speed.
- **Smart eFuses.** Digitalised energy management boosts overall efficiency.
- **Flexible over-the-air updates.** Designed to incorporate upcoming software and function updates including tangible AI features.
- **Better My BMW App connectivity.** More real-time interaction, remote services and personalisation.

Four superbrains make the BMW iX3 noticeably more intelligent for customers.

Completely newly developed electronics and software architecture provides the basis for the software-defined vehicle.

A digital nervous system developed completely from scratch for all the BMW Group's drive system variants and model segments is making its debut in the BMW iX3. The **pioneering electronics and software architecture** opens up a new stratum of digital experiences.

- **Four superbrain high-performance computers** covering **driving dynamics**, **automated driving**, **infotainment**, and **basic & comfort-enhancing functions** (for example, vehicle access, climate control and comfort) boast far in excess of **20 times more processing power** than the current generation of vehicles.

- The radically simplified **wiring harness** for the new **zonal electronics architecture** in the BMW iX3 results in considerable weight and material savings. **Smart eFuses** instead of conventional safety fuses make a significant contribution to the improvement in overall vehicle efficiency.

- The new electronics architecture forms the basis for a **BMW Group software architecture** that is also new. The new electronics and software architecture thereby enables **separate development of vehicle and software** and creates the foundation for the **next-generation software-defined vehicle (SDV)**. It will be rolled out across the whole of the BMW range in due course, allowing all models to benefit from the same state-of-the-art cyber security and enhanced over-the-air updates complete with tangible AI features.

Thanks to its pioneering electronics and software architecture, the BMW iX3 **will provide customers with a noticeably more intelligent vehicle in everyday situations** from launch. Customers therefore stand to gain from wide-ranging improvements in the car's connectivity with the **My BMW App,** advances in the **driver assistance systems**, as well as **the ultimate in electric driving dynamics**.

Four superbrain high-performance computers in the BMW iX3.
The **four superbrain high-performance computers** form the core of the new electronics architecture. The **Heart of Joy** drivetrain and driving dynamics management technology introduces customers to unprecedented dynamism, precision and efficiency. All the automated driving and parking functions of the BMW iX3 are pooled together by another high-performance computer, the

superbrain of automated driving. It uses its immense processing power to enable the Neue Klasse to achieve a **significant technological leap** in this area.

The wiring harness in the new BMW iX3 has been radically simplified. It is based on a **zonal electronics architecture** with **four different zones**: front end, centre, rear and roof. This leads to a **30 per cent** reduction in weight compared to the previous technology and uses around **600 metres** less wiring. The high-performance computers are interconnected with smaller control units called **zone controllers** via high-speed data links. These controllers manage and consolidate the electronics data flow in and out of the zones. The wiring in the vehicle is therefore divided into zones, meaning it is shorter, thinner and lighter than in a conventionally structured electronics architecture.

The **smart eFuses** are also a crucial factor in making the wiring thinner and lighter. These can be intelligently programmed for digitally controlled distribution of power to components and take the place of as many as 150 conventional safety fuses in the new electronics architecture of the Neue Klasse. Smart eFuses enable **intelligent power modes** for different vehicle states, such as driving, parking, charging and upgrading, in which any consumers that are not needed are selectively switched off. These modes therefore make a significant contribution to the **20 per cent improvement in overall vehicle efficiency**.

Efficient, intelligent, ready for the future: the basis for the software-defined vehicle.
In the electronics and software architecture in the BMW iX3, the various software platforms run on the respective superbrains, with the vehicle functions then running on the platforms. The **shared service layer** acts as a connecting element (middleware) and provides for, among other things, **cutting-edge cyber security** together with **flexible** and **even more frequent over-the-air updates**, including tangible **AI features**. The powerful BMW Cloud means the new electronics and software architecture is already primed for numerous future features, which BMW iX3 customers will continue to benefit from after purchasing their car thanks to the over-the-air updates.

The electronics and software architecture developed for the Neue Klasse will be rolled out across the whole of the **BMW model range** in due course. As a result, it will be even easier to keep all future BMW models fully up to date with the latest digital tech via over-the-air updates.

Upgraded driver assistance systems in the new BMW iX3.
Thanks to its pioneering electronics and software architecture, the BMW iX3 will provide customers with a **noticeably more intelligent vehicle in everyday situations** from launch, as will be apparent from the advanced **driver assistance systems**, for instance, or the newly improved **BMW Intelligent Personal Assistant** voice assistant. The interior lighting is also automatically switched on when the driver reaches for an object on the front passenger seat, for example, and the **intelligent charging flap** opens automatically for charging and closes automatically again afterwards.

An AI-based approach optimises **symbiotic human-vehicle interaction** in the BMW iX3 using the new electronics and software architecture as a basis. This allows the system to detect what the driver wants to do more precisely and carry it out proactively. Besides **symbiotic steering**, the BMW iX3 is the **first model in the world to feature symbiotic brakes**. This means **the automatic cruise control system** is not deactivated with just a light press of the brake pedal; instead, it is only switched off when the driver brakes harder.

Enhanced connectivity with the My BMW App.
The new electronics and software architecture additionally creates a cutting-edge basis for wide-ranging **improvements to the connectivity** of the BMW iX3 with the **My BMW App**. **Real-time interaction**, more extensive access to functions to unlock a wider range of **remote services**, greater scope for **personalisation**, as well as new connectivity features directly in the vehicle allow My BMW App users to experience these improvements on an everyday basis. In addition, the My BMW App will alert the customer if the **Presence Detection** function registers movements in the locked vehicle using the interior sensors.

Undiluted driving pleasure in electric perfection. More digital – and more BMW – than ever.

Heart of Joy and further developed driver assistance systems bring customers a top-class driving experience.

HIGHLIGHTS DRIVING EXPERIENCE

- The **Heart of Joy** superbrain with **BMW Dynamic Performance Control** software developed fully in-house can manage the driving characteristics of the overall vehicle from a standstill to the dynamic limit.

- **Soft Stop.** Brake energy recuperation suffices for 98 per cent of all braking in everyday driving and enables the smoothest stopping process ever achieved by a BMW.

- **“Superbrain of Automated Driving”.** Central high-performance computer for automated driving with 20 times greater computing power than in the predecessor model.

- **New driving and parking functions.** Motorway & City Assistant available as an option for the first time in the BMW iX3 class.

- **Optimised driver assistance.** World’s first model with symbiotic brakes.

Undiluted driving pleasure in electric perfection. More digital – and more BMW – than ever.

Heart of Joy and further developed driver assistance systems bring customers a top-class driving experience.

BMW elevated driving pleasure to the status of company hallmark in the 1960s with the sporty, reliable and emotionally engaging original Neue Klasse. And now the new-generation Neue Klasse is taking Sheer Driving Pleasure to electric perfection. The newly developed control architecture – with the Heart of Joy focused on delivering undiluted dynamics – offers BMW customers a whole new driving feeling. This technology exploits the full potential of an electric drive system and brings customers a previously unmatched combination of sportiness, smoothness and efficiency. Proven chassis technologies offering the dynamic driving customers expect from a BMW – neatly optimised for electric drive systems – and new driving and parking assistance functions bridge tradition and innovation, creating a driving experience that is all new yet still feels unmistakably BMW.

Heart of Joy dynamics superbrain hits unprecedented processing speeds.
The Heart of Joy central control computer shapes the face of the new-generation driving experience. As one of four superbrains, it is responsible for the drive system, brakes, charging, energy recuperation and steering subfunctions. Teaming up with the BMW Dynamic Performance Control driving stack, it computes the full suite of driving dynamics functions with unprecedented speed. For the driver and passengers in the BMW iX3, the driving feeling is consistent and settled – regardless of the driving situation and the speed they are travelling at. The Heart of Joy with BMW Dynamic Performance Control offers them an assured and precise driving experience, flawless traction, efficient energy recuperation and the smoothest stopping process ever achieved by a BMW.

Its high-performance control unit gives the car the tools to fully utilise the potential of an electric drive system, energy recuperation creating a symbiosis between the drive and braking functions. The Heart of Joy controls acceleration and braking, vehicle stabilisation, dynamic steering functions and charging management ten times faster than previous systems.

BMW iX3 drivers will notice this in their car’s incomparably direct response. The iX3 stands out with its effortless, precise and assured handling, and draws to a standstill with a whole new degree of comfort thanks to Soft Stop.

- The BMW iX3 can be guided through **corners** with exceptional accuracy. The Heart of Joy ensures fewer control inputs are required, and the car holds a more precise and stable line. In this way, the BMW iX3 develops

consistent, repeatable cornering behaviour and can be steered more smoothly and intuitively.

- Brake energy recuperation suffices for almost all **braking situations** in the BMW iX3. In day-to-day driving, 98 per cent of drivers require no interventions from the traditional brakes. The only occasions these are called upon are under emergency braking and with extremely sporty driving styles. When it is time to stop, the BMW iX3 draws to a standstill jolt-free using energy recuperation. Soft Stop not only achieves the smoothest stops in BMW history, it also plays a significant part in increasing the car's efficiency.

Comfort, everyday usability, lightness. Proven chassis technologies, optimised for electric vehicles.
For the first Neue Klasse model, BMW has majored on everyday usability and driving comfort over long journeys as well as shorter trips, combined with a striking degree of lightness. To this end, the BMW iX3 employs proven chassis technologies that bring the dynamic potency for which BMW is renowned – and which have been modified specially for the new battery-electric vehicle (BEV) architecture. In everyday use, the vivacious dynamism that creates the feeling of being in a much smaller vehicle makes a compelling impression. In the stop-start conditions of commuter traffic, the BMW iX3 maintains its composed and relaxed demeanour from pull-away to standstill, balancing dynamic flair and comfort with a mastery never before experienced in this class.

- The new, slim construction of the high-voltage battery enables a **low centre of gravity** with low roll centre height and almost even weight distribution (49:51).

- Track widths are comparable with the predecessor model, but the **wheelbase** is 32 millimetres longer. The **diameter** of the wheels has been increased to 740 millimetres. These measures improve directional stability and traction, and make a positive contribution to stability at the limit.

- The **double-joint spring strut front axle** with torque arm and anti-roll bar in the BMW iX3 has its steering gear located ahead of the axle. The kinematics of the front axle were developed with an increased caster offset and firmer rubber mounts to give drivers better steering feel and achieve more precise vehicle response.

- A **new type of five-link rear axle** with separate arrangement of springs and dampers creates space for a larger load compartment.

BMW is offering an **innovative, rolling-resistance-optimised tyre generation** – only available from BMW – exclusively for the BMW iX3. These tyres add up to 40 kilometres (25 miles) of range over what was possible with the predecessor model.

The new BMW iX3 comes with a reliable mobility concept that enables customers to help themselves in the event of a puncture: the **tyre repair kit Plus**. It offers the driver a straightforward and secure way to keep the vehicle in ready-to-drive condition in the event of tyre pressure loss, significantly reducing the amount of time spent in the "danger zone". When the kit is activated, the damaged tyre is automatically filled with air and sealant. Once sufficient pressure (at least 1.5 bar) has been restored, the tyre repair kit Plus allows the vehicle to continue on its journey with no further delay for a maximum of 200 kilometres (124 miles) and at a speed of up to 80 km/h (50 mph).

Smart, symbiotic, safe. The new automated driving and parking functions.
With its new automated driving and parking functions, the BMW iX3 offers customers considerable added value in terms of comfort and safety. The central, water-cooled, high-performance computer – the **superbrain of automated driving** – pools all the customer functions of the new automated driving toolkit with 20 times more computing power than the previous generation. The shy-tech illumination in the newly designed steering wheel signals when functions are available and activates them at the touch of a button: smart, symbiotic and safe.

New: extended range of functions in entry-level specification.
Lane change warning, road priority warning, Safe Exit and Assisted View are included as standard in the new BMW iX3, with road sign detection assistance also available in ConnectedDrive markets.

Safe Exit uses side-mounted radars to monitor traffic next to the car while at a standstill and warn the driver of approaching objects. The new Assisted View shows the latest driving situation precisely and in detail in the Central Display, Panoramic Vision and 3D Head-Up Display, as desired. The inclusion of comprehensive sensor technology in even the base-level model allows all additional functions to be activated via the Connected Drive Store at any time.

New options offer greater choice for customers.
The Motorway & City Assistant is celebrating its premiere as an option in the new BMW iX3.[8] This upgraded feature combines Motorway Assistant functions including automatic lane change – already familiar from the BMW 5 Series and BMW 7 Series – and new assistance functions for driving on motorways and urban areas. The Motorway Assistant is now homologated to the new UN-ECE R 171

[8] The Motorway & City Assistant will be available in Germany from the start of sales of the BMW iX3. Other countries and functions will follow.

regulation and achieves the highest level of partially automated driving. It allows the driver to take their hands off the steering wheel for long periods at speeds of up to 130 km/h (81 mph). However, they must still remain alert and ready to intervene if necessary. The assistant not only takes over vehicle guidance within its lane when the driver is driving the car, it can also change lane automatically if required – the driver just needs to confirm with an eye signal. In urban areas, the system helps the driver to detect traffic light signals. If desired, it can brake automatically when upcoming lights are red and alerts the driver when they turn green.

Also available as an option is automatic cruise control. This is part of the Driving Assistant Plus package that is already included in the Motorway & City Assistant.

The BMW iX3 can park itself at the touch of a button. Park Assist automatically lines up the car parallel or perpendicular to the road. The parking space search function is active at speeds below 36 km/h (22 mph). The AI-supported parking space recognition function included as standard searches for parking spaces of sufficient length and width while driving past. The driver presses the park button to initiate the automated parking process, which they then only have to monitor. Park Assist also helps the driver exit from spaces, observing the road situation and alerting the driver to vehicles or pedestrians in order to prevent collisions.

This symbiotic driver assistance creates a seamless transition between support for the driver and driver control.

As well as featuring symbiotic steering, the BMW iX3 is also the world’s first model with symbiotic brakes.

When this functionality is switched on, the driver is able to apply light steering and braking inputs to adjust the system’s actions as desired at any time, without switching off the assistant as a result. Instead, the function continues to assist the driver.

The new approach also manifests itself in how the Lane Departure Warning works: if the system detects that the driver intends to change lane based on their eye movement, it won’t intervene and take corrective action.

The innovative power of the symbiotic brakes is underscored by the more than two dozen patent applications submitted by the BMW Group resulting from the development of these technologies.

An all-new package of technology for the battery and drive system.

Cell, battery, motor: the sixth-generation (Gen6) drive system with cylindrical-cell battery is a technological leap forward.

HIGHLIGHTS BATTERY & DRIVE SYSTEM

- **Sixth-generation BMW eDrive technology (Gen6).** All components designed for 800V system voltage.
- **Lithium-ion cylindrical cells.** Energy density increased by 20 per cent.
- **Cell to pack approach.** Enables high energy densities at pack level, simpler high-voltage battery design and lower weight and costs.
- **Pack to open body design.** Battery as a structural component of the vehicle, reduced use of material.
- **BMW Energy Master.** Highly intelligent control centre on the high-voltage battery.
- Slim, **fundamentally new high-voltage battery concept designed for the whole range** – the BMW iX3 is the first model to benefit.
- **Two electric motors.** Improved EESM drive system and now ASM technology at the front axle of the xDrive variant for the first time.

An all-new package of technology for the battery and drive system.

Cell, battery, motor: the sixth-generation (Gen6) drive system with cylindrical-cell battery is a technological leap forward.

The best and most efficient drive system comes from BMW – this same mission has been inspiring engineers working at the Bavarian manufacturer for over a century now. The challenges may have changed but the mission remains the same, and this is particularly true of the Neue Klasse and the launch of the new package of electric drive technology in the new BMW iX3.

The BMW Group is making a technological leap forward with the fundamentally new sixth-generation BMW eDrive technology (Gen6 for short). And the BMW iX3 is the first model to benefit from it. All components of the Gen6 technology have been designed for **800V** high voltage (Gen5: 400V).

The BMW iX3 50 xDrive is powered by one electric motor at the front axle and another at the rear axle, which together generate output of 345 kW/469 hp and torque of 645 Nm (475 lb-ft). It accelerates from 0 to 100 km/h (62 mph) in 4.9 seconds and reaches a top speed of 210 km/h (130 mph). The high-voltage battery in the BMW iX3 50 xDrive has a usable energy content of 108.7 kWh. It offers a range of 679 – 805 kilometres / 421 – 500 miles in the WLTP cycle (CLTC: up to 900 km / 559 miles; EPA: up to 400 miles).

Dynamic performance, much longer ranges, fast charging and bidirectional capabilities – developed from scratch, the new-generation battery serves as the energy centre of the new BMW iX3 and paves the way for some significant improvements.

At the heart of it all is the new BMW cylindrical cell, whose qualities add up to give the new BMW iX3 a major boost while also representing the optimum solution for use in the BMW brand's future BEV portfolio.

Compared to the prismatic cells used with Gen5 technology, the cylindrical cells **with their diameter of 46 millimetres and height of 95 millimetres achieve a 20 per cent increase in volumetric energy density.**

The new cell is making its production debut in the new BMW iX3. Its design is **the result of the expertise the BMW Group has built up** in the field of battery cell technology **since 2008**. This vast know-how has been consolidated at the BMW Group's Battery Cell Competence Centre (BCCC) in Munich since 2019. The BCCC

covers the entire value chain – from research and development to the design of the battery cells to producibility.

Besides the increase in energy density, the Gen6 cylindrical cells also have **a series of other functional benefits** to offer when it comes to the design of the Gen6 technology's overall battery pack, **while ensuring maximum safety**, too.

The Gen6 tech's cylindrical cells are integrated directly into the high-voltage battery. This eliminates both the cell module layer used in Gen5 and all structural parts in the battery. This approach, which is known as 'cell to pack', enables high energy densities at pack level, while energy content can be scaled by adding rows of cells. It also has the benefit of achieving weight and cost savings.

Pack to open body: in parallel to this, the battery housing serves as a structural component within the vehicle for the first time. The chassis has an open floor, which is closed when the high-voltage battery is installed. This pack to open body design turns the battery into a structural part of the vehicle. This construction has a positive effect on the body's torsional stiffness, thereby enhancing the car's driving dynamics. At the same time, this method allows BMW to reduce the amount of material required and cut weight as it saves the need for the additional vehicle floor fitted previously.

Thanks to **the slim and efficient design** and the way it is integrated into the car, the Gen6 high-voltage battery concept maximises spaciousness inside the BMW iX3, and it will later be possible to incorporate it into model variants that are very low in height or high-performance models from BMW M GmbH.

Highly intelligent control centre on the high-voltage battery: the Energy Master.
The Energy Master is the control centre for the Gen6 electric drivetrain. It is positioned on top of the high-voltage battery and supplies power to the **electric motors** and the **electrical system**. It acts as the interface for the high- and low-voltage power supply as well as for data from the high-voltage battery.

In addition to this, it ensures the battery operates safely and intelligently. Both the hardware and software for the Energy Master were developed in-house at the BMW Group. In-house development of the Energy Master means that innovations can be implemented extremely quickly, which is a major advantage for customers.

How the BMW Group builds its high-voltage batteries for Gen6.
The BMW Group sources the battery cells for its high-voltage batteries from leading cell manufacturers, who make them based on the company's specifications and in accordance with the highest technical standards. Next, the cells are grouped into clusters at the BMW Group's high-voltage battery assembly plants, at which

point the battery cells are connected to cooling elements. The cell clusters and cell contact system are cleaned by laser and precision welded. A cutting-edge foam process now ensures all elements are protected as a single mechanical unit. The foam thereby guarantees the safety, stability and durability of the high-voltage battery. The housing is then closed and, in the final step of the assembly process, the Energy Master is installed on top of the high-voltage battery. To finish, every high-voltage battery undergoes a complete end-of-line inspection to guarantee its quality, safety and proper functioning.

Thermal management creates optimum conditions for battery and electric motors.
Unlike vehicles with combustion engines, electric motors give off little heat due to their high efficiency. BMW therefore employs various mechanisms to keep the battery operating under optimum conditions at all times. These include, most notably, the system of thermal management, which involves highly complex interaction between various systems in battery electric vehicles. Orchestrating this interaction is of decisive importance for a series of performance parameters, such as range, power output and charging time. It is a question of constantly keeping the temperature of the high-voltage battery, electric motor and power electronics in the optimum range, while maintaining standards of comfort in the car's interior at the same time.

Efficient thermal management is particularly important for fast charging: here, the battery temperature must be kept within a defined window in order to make optimum use of the available charging capacity. This means that, depending on the operating state, battery and passenger cell have to be not just cooled, but heated, too.

The electric motors for the BMW Gen6 drive technology.
The BMW Group has retained the principle of an electrically excited synchronous motor (EESM) for its Gen6 power unit. In this type of synchronous motor, the rotor's magnetic field is generated by an excitation current from an external source rather than permanent magnets. As with the Gen5 version, the synchronous motor is integrated into the rear axle and features a compact housing incorporating the electric drive unit, power electronics and transmission.

Neue Klasse additionally incorporates ASM technology.
Unlike the Gen5 drivetrain, Gen6 employs a second electric motor technology in the form of an asynchronous motor (ASM). The ASM works on the principle of induction, so neither permanent magnets nor an external excitation current are required. When an asynchronous motor is running, its rotor turns at a slower speed than the rotational magnetic field in the stator, i.e. asynchronously to the stator. The ASM variants will be fitted at the front axle of BMW xDrive versions of

the Neue Klasse. This offers the advantage of a more compact design and a lower weight compared to the Gen5 configuration, which also features an EESM at the front axle.

Extensive improvements to EESM technology.
Besides the addition of ASM technology, the EESM technology has also undergone a major upgrade for Gen6. The rotor, stator and inverter components have all been designed for the new 800V architecture of the Gen6 tech. An integral design approach was used here in order to maximise drive system performance and efficiency. A complete redesign of the oil and water cooling systems also helped to optimise efficiency. Enhancements have been made to the electric motor's central housing to further reduce weight and increase rigidity.

The transmission still has a single-speed design and has been optimised in terms of its geometry, cooling, frictional losses and acoustics. The greatest improvements have been achieved in the electrical "brain" behind the Gen6 EESM, the inverter, which comes not just with 800V technology, but also silicon carbide (SiC) semiconductors to boost efficiency. Developed in-house by the BMW Group, the inverter is now integrated differently into the housing and its operating strategy has been refined. The inverter is produced at Plant Steyr in Austria and forms a crucial part of the electric motor. Besides controlling and monitoring the electric motor, its task is to convert the DC power supply from the high-voltage battery to AC for use in the motor.

Lower weight, costs and energy losses – greater efficiency in the vehicle.
The results obtained from intelligently incorporating new technologies while consistently upgrading existing systems make impressive reading. When compared to a Gen5 model, a future Neue Klasse model complete with EESM and ASM technology boasts the following improvements with regard to the electric motor: a 40 per cent reduction in losses, 20 per cent lower costs and a 10 per cent weight saving. And by combining different types of electric motor, the BMW Group's technology openness is clearly in evidence within the field of electric mobility, too. The new approach used with the Gen6 electric motor technologies is therefore a significant factor in the announced gain in overall vehicle efficiency of around 20 per cent for the Neue Klasse over the current generation of all-electric vehicles from the BMW Group.

The Gen6 electric drive systems are being built in Steyr.
Series production of the Gen6 electric drive systems commenced at BMW Group Plant Steyr in Upper Austria in summer 2025. Pre-production already got underway there in September 2024. By 2030, the BMW Group will have invested over one billion euros at the site – since the project's launch in 2022 – to expand its development and production expertise for electric drives. Thanks to the increase in

capacity, the plant will retain its status as the BMW Group's leading facility for drive systems. The plant has been developing and building combustion engines for the BMW and MINI brands for over 40 years. BMW Group Plant Steyr's many years of experience and tremendous expertise in the field of drive systems make it the ideal site for manufacturing the Gen6 electric motors. In future, all key components of the innovative, highly integrated electric drive unit – i.e. the rotor, stator, transmission, inverter and housing – will be produced in Steyr. This will include manufacturing the inverters in-house in a clean room environment for the first time, thereby taking the engine manufacturer into the realm of electrical engineering. A series of innovations encompassing all components has helped to lower the Gen6 electric motor's power consumption. And it's the newly developed inverter being built in Steyr that is the biggest contributor to the improvement in efficiency. In future, all components will then be fitted on two new assembly lines here.

BMW Charging.
Fast charging at 400 kW, premiere for bidirectional charging.

HIGHLIGHTS CHARGING

- **400 kW charging rate.** Enough power for up to 372 kilometres (231 miles) of driving in ten minutes.
- **Range of up to 805 kilometres (500 miles).** Covers up to 805 kilometres (500 miles) on a single battery charge (in the WLTP cycle).
- **Car acts as a powerbank.** Bidirectional charging paves the way for Vehicle-to-Load (V2L), Vehicle-to-Home (V2H) and Vehicle-to-Grid (V2G).
- **Choice of two BMW Wallboxes.** BMW Wallbox Professional (DC) and BMW Wallbox Plus (AC).
- **Newly devised charging experience.** Intelligent charging flap and Multifunction Charger for user-friendly charging.
- **Plug & Charge Multi Contract.** Charge with up to ten contracts from different providers with no need for authentication.

BMW Charging.
Fast charging at 400 kW, premiere for bidirectional charging.

The leap in technology ushered in by the arrival of the Neue Klasse revolutionises not just the driving experience in the new BMW iX3 50 xDrive, but also the charging experience. This marks the first time that a fully electric BMW model has achieved a 400 kW charging rate and a maximum range in the WLTP cycle of 805 kilometres / 500 miles (CLTC: up to 900 km / 559 miles; EPA: up to 400 miles). In addition to this, the sixth-generation BMW eDrive technology (Gen6 for short) enables bidirectional charging, meaning that not only can the vehicle's high-voltage battery store electricity, it can also release it again. The Vehicle-to-Load (V2L) function turns the new BMW iX3 into a mobile powerbank capable of supplying electricity to electrical appliances when on the go. The Vehicle-to-Home (V2H) capability converts it into a temporary storage device for the solar energy generated at home using a photovoltaic system. And the Vehicle-to-Grid (V2G) application lets customers integrate their car into the energy market and even earn money in the process. V2H and V2G both help to facilitate the energy transition.

A far wider choice of charging equipment allows the new functions to be used with ease. To enable flexible charging while away from home, the new Multifunction Charger features several different adapters for charging the high-voltage battery and discharging it for Vehicle-to-Load (V2L) applications. The new BMW Wallbox Professional (DC) can be used for both charging and Vehicle-to-Home (V2H) and Vehicle-to-Grid (V2G) functions with a discharging rate of up to 11 kW. The intelligent charging flap of the new BMW iX3 is controlled with the help of artificial intelligence and is symbolic of the charging experience offered by a new generation of vehicles, detecting when the customer intends to charge the car and opening and closing automatically as required. The BMW iX3 features an array of new connected charging functions. A variety of information can be viewed in the Central Display and the My BMW App while charging is in progress, including the current charging rate and curve, the current range and the time remaining until the set charging target is reached.

800V technology with 400 kW charging: fast charging for up to 372 kilometres (231 miles) of driving in ten minutes.[9]

The complete redesign of both the sixth-generation BMW eDrive technology with a system voltage of 800V and the new high-voltage battery with cylindrical cells paves the way for far superior charging performance and much shorter charging

[9] The extra range added after ten minutes of high-power charging was calculated in accordance with ISO 12906 based on the WLTP cycle. Both this and charging performance are dependent on vehicle equipment, the battery's charge level and age, battery temperature, the individual driving profile, use of auxiliary consumers, ambient temperature and the charging station's available charging power.

times compared to the outgoing model. At an 800V DC fast-charging station with a maximum charging rate of 400 kW, the BMW iX3 50 xDrive can be replenished with enough energy to extend its range by up to 372 kilometres (231 miles) in only ten minutes. The energy reserves of the high-voltage battery in the BMW iX3 can be boosted from 10 to 80 per cent of total capacity in the space of just 21 minutes. 400V DC fast-charging stations can also be used thanks to the high-voltage battery's management unit with integral switching matrix, whose hardware and software were developed entirely in-house by the BMW Group. The new BMW iX3 50 xDrive is charged with AC power at a rate of 11 kW as standard and 22 kW[10] as an option.

Bidirectional charging[11]: innovation that turns the BMW iX3 into a mobile powerbank on the move and a flexible energy storage device at home.
Besides faster charging at public stations, Gen6 technology brings another innovation in the form of bidirectional charging functions. This means that the energy stored in the high-voltage battery of the new BMW iX3 can be used not just for the drive system, but for external sources too.

- **Vehicle-to-Load (V2L):** the new BMW iX3 is transformed into a mobile powerbank that supplies electricity directly from the vehicle's high-voltage battery. Multiple electrical appliances can be powered simultaneously at up to 3.7 kW. No matter whether it's for using an electric grill on a camping trip, topping up an e-bike's battery pack or charging a laptop: the newly developed Multifunction Charger (MFC) combines with the V2L discharge adapter for the MFC – which takes the form of a three-way plug adapter – to create a connection between the BMW iX3 and the device or appliance in question. BMW also offers a V2L adapter as an alternative to the MFC, which can be used to power a single electrical appliance directly from the vehicle.

- **Vehicle-to-Home (V2H):** the new bidirectional BMW Wallbox Professional (DC) allows the BMW iX3 to be used as a means of domestic energy storage for self-generated solar power in homes with a photovoltaic (PV) system. Thanks to the intelligent connection between wallbox and house, power can be both fed into the vehicle's high-voltage battery and discharged back into the home at a rate of up to 11 kW to supply electrical consumers there. This means that the energy generated by the PV system during the day can be made available not just for the next drive in the BMW iX3, but also for the heat pump, for cooking, a night of television or the home lighting, for example. Owners of solar PV systems are thereby

10 Available from production period 3/2026.

11 Available from production period 3/2026.

able to cut their overall household costs – and not just their charging costs – while giving their level of self-sufficiency a significant boost at the same time. Potential annual savings of up to €530 can be achieved, while self-sufficiency can increase by as much as 30 percentage points.[12] In an ideal scenario, customers will be able to avoid having to invest in an additional home energy storage system and use their BMW iX3 for this purpose instead. What's more, by making increased use of renewable energy in the home, they will be helping to reduce carbon emissions and contributing to the energy transition. The customer can programme their own charging target and departure time in either the vehicle or the My BMW App and thereby set a limit for the maximum amount of energy that may be discharged. The intelligent charging management that forms part of the BMW Wallbox Professional (DC) will ensure the vehicle is charged to the desired level in time for departure.

- **Vehicle-to-Grid (V2G):** the commercial Vehicle-to-Grid (V2G) scheme that BMW and E.ON will jointly launch on the German market is yet another charging innovation. Thanks to the BMW Wallbox Professional and the V2G electricity tariff from E.ON, it will be possible to integrate the high-voltage battery of the BMW iX3 into the energy market and feed the stored energy back into the power grid at up to 11 kW. The intelligent management of charging and discharging phases will enable customers to support the energy transition while also benefiting financially from the tariff offered by BMW's partner E.ON. Further details will be communicated separately.

Optimised and intelligent home charging.
BMW offers various options for optimising home charging based on selected criteria and thereby minimising the cost of charging the car at home.

- **Cost-optimised charging:** the Remote Access Charging function allows compatible electricity providers to automatically control the charging process and use time slots with low prices. Annual savings of up to €300[13] can be achieved in this way. All that is needed is a suitable electricity tariff from a compatible provider. At the same time, the customer's individual mobility requirements – such as the next planned departure time and the

12 The increase in the level of self-sufficiency and potential savings of €530 equate to the additional difference achieved by using the V2H functionality compared to use of just an electric vehicle and a PV system with no optimisation of the charging process. The calculation is based on usage of a BMW iX3 with an annual mileage of approx. 23,000 kilometres (14,300 miles), a corresponding vehicle presence profile, household electricity consumption of approx. 4,000 kWh (excluding the electric vehicle) and a photovoltaic system with a peak output of 12 kW. It assumes an electricity tariff of 32 ct/kWh and a feed-in tariff of 8 ct/kWh. For an annual mileage of approx. 16,000 km (9,950 miles), a corresponding presence profile and household consumption of 3,000 kWh, potential savings of around €370 can be achieved under the same general conditions. The potential savings are based on simulated calculations, which use representative real-time data for household electricity consumption, PV systems and vehicle presence profiles in Germany. The actual savings achieved in practice may differ due to the simplifications applied in the simulation.

13 Based on an electricity tariff with a fixed unit price of €0.315/kWh and a reduced unit price for smart charging of €0.195/kWh as well as control of vehicle charging by a compatible electricity provider for an annual mileage of 19,000 kilometres (11,800 miles). The electricity prices were calculated for postal code area 80939 in Munich taking the example of the compatible electricity provider Octopus Energy and its Intelligent Octopus GO tariff (as of June 2025).

desired charge level for the high-voltage battery – are also taken into account.

- **Solar-optimised charging:** if the customer's PV system generates enough solar power, it can be automatically used to charge the new BMW iX3 with both the BMW Wallbox Plus (AC) and BMW Wallbox Professional (DC). This enables customers to lower their home charging costs and ensure their self-generated solar power is put to exceptionally efficient use.

Easy, convenient, digital: turning charging into an experience.
The debut of the Neue Klasse brings with it a wealth of innovations designed to optimise the charging experience. The aim is to make charging easier and more intuitive and user-friendly than ever before. This is helped by a far wider range of charging functions and hardware – along with digital features that let customers keep an eye on everything at all times.

- **Intelligent charging flap:** the charging port is positioned above the right-hand rear wheel arch of the new BMW iX3. Although the charging flap can still be opened manually with a simple push, there is actually no need to. That's because the intelligent charging flap on the new BMW iX3 opens by itself as soon as it detects that the customer intends to charge the car. One of the triggers for opening the flap is AI-assisted: if the customer heads for a known or learned charging point, the path they take will indicate their intention to charge the car, prompting the flap to open. If a charging cable isn't connected after all, the charging flap will automatically close again – just as it does at the end of charging or when the vehicle is switched to drive-ready mode.

- **Multifunction Charger (MFC):** the new all-purpose solution for charging at home and on the go also supports the bidirectional charging functions. A new design with an ergonomically improved charging connector, a six-metre cable and matching adapters for various purposes make the MFC more flexible than ever. In Europe, charging and discharging adapters are available for single- and three-phase domestic power supplies, charging at public stations (Mode 3) at up to 11 kW and for the Vehicle-to-Load (V2L) function.

- **BMW Wallbox Professional (DC):** the new BMW Wallbox Professional (DC) is required for using bidirectional charging functions at home, as it enables the BMW iX3 to be both charged and discharged. For the Vehicle-to-Home (V2H) function, it uses the solar power generated by the domestic photovoltaic system and stored in the high-voltage battery of the BMW iX3 during the day to supply electrical consumers in the home in the evening.

The Vehicle-to-Grid (V2G) functionality is likewise available with the BMW Wallbox Professional (DC), making it possible to feed energy back into the power grid. The BMW Wallbox Professional (DC) comes with a six-metre charging cable and is capable of charging at up to 11 kW and, in certain markets, at an even higher rate of up to 19.2 kW.

- **BMW Wallbox Plus:** the BMW Wallbox Plus is designed for fast AC charging at home, replenishing the high-voltage battery in the new BMW iX3 at up to 22 kW. It is also enables optimised and intelligent charging, and can be controlled from the My BMW App. The BMW Wallbox Plus charging cable measures six metres in length.

- **Charging cable for public charging stations:** standard equipment for the new BMW iX3 includes a charging cable (Mode 3) for use at public charging stations. This enables three-phase charging at a rate of up to 22 kW and single-phase charging at up to 7.4 kW. The charging cable fits perfectly into the additional storage space under the bonnet of the BMW iX3, where it is stowed neatly and securely and kept ready to hand at all times.

- **Charging-optimised route planning:** the BMW Maps navigation system calculates a charging-optimised route if the vehicle's current range is insufficient for the distance to the entered destination. The driver's preferred minimum charge level for when the vehicle reaches mid-journey stops and the final destination can be incorporated into the route planning. The system can also give preference to charging stations operated by selected providers and exclude others from the route planning if desired. Information on current station occupancy, available charging speed and payment options can be displayed for the charging station stops en route, along with the availability of e.g. places to eat and drink, play areas and shopping facilities during the stop. The expected duration of the planned charging stop and the resulting cost are also shown in advance. An alternative route will be calculated in good time if necessary. The details of completed charging operations are stored in the BMW backend. In this way, the actual charging rates achieved can be precisely documented, for example, and all BMW customers can be recommended the best charging stations for a charging-optimised route.

- **Battery preparation for faster DC charging:** battery preparation gets the high-voltage battery to the ideal temperature prior to charging at a DC station, thereby increasing the charging rate and shortening charging time. The battery's current temperature status can be checked by going to Vehicle Status, for instance, or configured to appear in the DC Charging display in the BMW Panoramic Vision. Customers will achieve optimum

pre-conditioning of the high-voltage battery by navigating to a DC charging station using BMW Maps. In this case, the battery will be automatically adjusted to the ideal temperature in preparation for imminent charging by either warming it up or cooling it down. Alternatively, customers are able to activate the “Prepare battery” function manually in the Central Display. Battery preparation can also be easily initiated before the journey starts from the My BMW App. The time remaining for battery preparation is also now shown in the My BMW App. Customers additionally have the option of pre-conditioning the high-voltage battery ready for the set departure time to ensure faster DC charging, either in the My BMW App or the in-car departure plan.

- **Charging management in the car and from the My BMW App:** the digital functions for managing vehicle charging and creating charging plans are being further enhanced with the arrival of the Neue Klasse. Information such as charge level, remaining charging time and the current charging rate or discharging rate (e.g. for V2L applications) is shown in the vehicle on the BMW Panoramic Vision. The corresponding readouts on the Central Display are easily legible even from outside the vehicle. While charging is in progress, all related information can also be accessed in the My BMW App. The app can also be used to plan charging-optimised routes and obtain detailed information about the selected charging stations. With sixth-generation BMW eDrive technology, My BMW App users are able to view real-time information on vehicle charging complete with charging curve for the first time.

- **BMW Charging with dense charging network and attractive prices in Europe:** BMW Charging customers can charge at public stations in Europe at a discounted price by opting for one of the tariffs on offer. Attractive fixed kilowatt-hour prices are offered for both AC and DC charging at selected partners and at the fast-charging stations run by the BMW Group’s joint venture IONITY. All in all, BMW Charging provides one of the most extensive and densest charging networks in the world, with over 165,000 charging points in Germany alone, more than 870,000 in Europe and in excess of two million globally. In addition to this, BMW Destination Charging offers charging facilities at premium partner locations around the world, such as hotels, golf clubs and restaurants.

- **Plug & Charge Multi Contract:** the new BMW iX3 is also compatible with the Plug & Charge Multi Contract feature, making charging on the go particularly straightforward. With this service, digital authentication via app or charging card is no longer required to access compatible public charging stations. Instead, the vehicle authenticates itself through a

technical interface (ISO 15118-2). What makes it unique is that customers can now have up to ten individual Plug & Charge-enabled charging contracts from different providers displayed digitally in the vehicle. As soon as the vehicle is connected to the charging point, it’s not just electricity that passes through the charging cable – the necessary contract data is also transmitted via the communication interface.

Sustainability in product design and manufacturing.

Holistic approach to reducing CO_2e emissions and establishing a circular economy.

HIGHLIGHTS SUSTAINABILITY

- **CO_2e advantage achievable after just one year of use.** The BMW iX3 50 xDrive reaches an early CO_2e break-even point compared to a comparable combustion engine model. When charged with energy from the European energy mix, this occurs after approximately 21,500 kilometers (13,358 miles, WLTP combined), and after 17,500 kilometers (10,873 miles, WLTP combined) when charged exclusively with renewable sources.

- **Decarbonization in the supply chain.** By utilizing secondary materials, renewable energy, and through product and process innovations, CO_2e emissions in the supply chain have been reduced by 35 per cent during product development.

- **Design for Circularity.** The use of secondary raw materials, strategic material selection and optimising disassembly to enhance circularity.

- **Use of secondary raw materials.** The new BMW iX3 50 is made of approximately one-third secondary raw materials.

- **Significantly improved efficiency in the use phase.** The new BMW iX3 achieves up to 20 per cent lower energy consumption (WLTP combined) compared to its predecessor model.

- **Contribution to achieving sustainability goals.** The BMW iX3 plant in Debrecen operates without the use of fossil fuels under normal operating conditions.

Sustainability in product design and manufacturing.

Holistic approach to reducing CO_2e emissions and establishing a circular economy.

The new BMW iX3 demonstrates the BMW Group's take on implementing a holistic approach to product sustainability across the entire life cycle. During product development, extensive measures were implemented throughout the supply chain, production and use phases, explicitly focused on conserving resources and reducing the model's environmental footprint. As such, the Neue Klasse marks an important milestone toward achieving the company's 2030 and 2050 CO_2e targets.

CO_2e benefits achievable after only one year of use

The extensive decarbonization measures in the supply chain results in an early break-even point: when charged with electricity from the European energy mix, the CO_2e footprint of the new BMW iX3 50 xDrive is lower than that of a comparable model with a combustion engine after about 21,500 kilometers (13,358 miles, WLTP combined). When charged exclusively with electricity from renewable sources, the BMW iX3 50 xDrive beats the comparable ICE model after only 17,500 kilometers (10,873 miles, WLTP combined), allowing customers to potentially achieve CO_2e benefits in as little as one year.

Decarbonization in the supply chain

The key levers to reduce CO_2e emissions in the supply chain are the use of secondary materials and renewable energy, alongside product and process innovations. This combination of measures has led to a decrease of CO_2e emissions in the supply chain of 35 per cent during product development. The Gen6 battery cells of the BMW iX3 high-voltage storage system are made of 50 per cent secondary cobalt, lithium, and nickel materials. In addition, renewable energies are harnessed in the anode and cathode materials and cell production. This is how CO_2e emissions per watt hour were reduced by 42 per cent compared to the Gen5 cell of the previous model.

The BMW Group is increasingly focused on the use of innovative and secondary materials in other components as well. For instance, 30 per cent of the secondary raw material[14] used for the engine compartment cover and the storage compartment under the front hatch is recycled maritime plastic. This post-consumer material consists of old fishing nets and ropes, preventing these materials from potentially being dumped in the ocean.

[14] The term "secondary raw material" refers to a raw material or other material recovered from waste or production residues. Secondary raw materials can be used to substitute for primary raw materials.

Secondary aluminum accounts for 80 per cent of the wheel carriers and swivel bearings as well as 70 per cent of the cast aluminum wheels.

'Design for Circularity': consistent implementation in the Neue Klasse

The BMW Group applied the 'Design for Circularity' approach consistently in developing the BMW iX3. The approach builds on the concepts of secondary first (the prioritized use of secondary materials), strategic material selection and disassembly optimization. As a result, secondary materials account for one third of all material used in the new BMW iX3 50 xDrive.

One example of implementing these three concepts is the Econeer seat cover, available in the interior trim Essential, whose fabric, adhesive and fleece are all made from PET. This mono-material choice increases recyclability. Moreover, the textile yarn used consists entirely of recycled PET as well.

Other components whose development followed the 'Design for Circularity' approach include the center console, instrument panel and interior floor trim.

Significantly improved efficiency in the use phase

BMW EfficientDynamics involves consistently identifying and harnessing efficiency potential in all vehicle subsystems. Applying this approach, the energy consumption of the new BMW iX3 is 20 per cent lower than in the predecessor model (WLTP combined).

This significant improvement is primarily based on optimized aerodynamic properties, reduced rolling resistance and on-board power consumption as well as the drive's unparalleled combination of efficiency and dynamics.

Sustainability-centric production at BMW Group's Debrecen plant

Designed and built according to the BMW iFactory principles, the new BMW Group plant in Debrecen, Hungary, is fully focused on efficiency, digitalization and sustainability. It is the first BMW Group car factory that is operated and produces vehicles without using fossil fuels, such as oil and gas, under normal operating conditions.

The only energy source to power operations at the site is electricity. According to current planning, up to 25 per cent of the plant's annual electricity needs can be covered by the photovoltaic system located on the premises. The remaining electricity is obtained from other renewable energy sources. Surplus solar energy is stored in a heat storage unit and used to heat the paint shop ovens as needed.

Only 0.1 tons of CO_2e are emitted in the production of a BMW iX3 car, about two third below production at other BMW Group plants.

The BMW Group's sustainability targets

The BMW Group's commitment to the Paris Climate Agreement and to achieving Net Zero by 2050 or earlier is an integral part of the comprehensive 360° sustainability approach incorporated in the corporate strategy. The company is

pursuing ambitious, scientifically derived CO_2e targets for the coming years. For instance, the BMW Group intends to reduce its CO_2e emissions by at least 40 million tons in 2030 (baseline: 2019).

Publicly accessible, TÜV-verified Product Carbon Footprint

For years, the BMW Group has released its vehicle footprint, which includes a greenhouse gas report for its vehicles verified by Germany's TÜV Technical Inspection Association. The report for the new BMW iX3 50 xDRIVE can be downloaded here and is also available in the My BMW app. It offers increased transparency regarding raw materials used and CO_2e emissions over the entire vehicle lifecycle.

All information regarding the BMW iX3 50 xDrive's mileage, energy consumption, range, energy content, dimensions, weights, share of secondary raw materials/recycled materials and other technical data and derivations thereof are provisional as of the start of production in November 2025.