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## An electric SUV marks the dawn of a new era

As the first series-production model of the so-called New Class, BMW presents the all-electric Sports Activity BMW iX3 as the dawn of a new era. A design language is intended to express great technological progress, characterized by sixth-generation BMW eDrive technology, a range of up to 805 kilometers and 400 kW peak charging power. Compared to its predecessor, the new BMW iX3 embodies a leap in development that goes far beyond a conventional model change. Deliveries in Europe will start in summer 2026.

A new electronics and software architecture with four "Superbrain" high-performance computers makes the first model in the New Class more intelligent and future-proof. The "Heart of Joy" drive and driving dynamics control system enables particularly dynamic and precise handling, while the latest systems for automated driving optimize the symbiotic interaction between man and car. The market launch for Europe will begin in spring 2026.

The digital user experience in the new BMW iX3 is characterized by the BMW Panoramic iDrive, which takes intuitive operation and the brand's typical driver orientation to a new level. And thanks to a holistic concept for sustainability, it has a more than 30 percent lower product carbon footprint over its entire life cycle than its predecessor. As the spearhead of the New Class, the iX3 offers the latest design and technology innovations that will shape the brand's entire model range in the future. By 2027, the technologies of the New Class will be integrated into 40 new models and model updates.

The first New Class model will be produced at the newly built BMW Group plant in Debrecen, Hungary. The all-electric SAV will roll off the production line there from fall 2025 as the BMW iX3 50 xDrive with an output of 345 kW/469 hp and electric all-wheel drive. Further all-electric drive variants will follow, including an entry-level model.

The BMW iX3 marks the launch of the new BMW design language, which will be reflected in the brand's entire model range in the future. The design is timeless and reduced to the essence of the brand. The first BMW X model of the new generation stands for spaciousness and a progressive lifestyle. With a vehicle length of 4,782 millimetres, a width of 1,895 millimetres and a height of 1,635 millimetres, the new BMW iX3 has the typical proportions of an SAV. The characteristic two-box design and lines emphasize the four wheels. Optimization of the aerodynamics enables a drag coefficient of 0.24.

The luggage compartment volume of the new BMW iX3 can be increased from 520 to up to 1750 liters as required by folding down the rear seat backrest elements. The additional storage compartment under the front flap offers a volume of 58 liters. An optional electrically extending and retracting towbar opens up further transport capacities. The maximum towing capacity is 2000 kilograms.

The interior is uncluttered and minimalist with a clear focus on the driver and an emphasis on passenger comfort. The vehicle architecture designed for electric mobility offers a generous amount of space in all five seats. The elegantly minimalist seats in the new design are characterized by high long-distance comfort, a sporty character and a wide range of adjustment options. The steering wheel and the center console between the driver and front passenger seats also feature a new design. The rear bench seat offers a continuous seat surface. Large windows and the optional panoramic roof with climate comfort glass create a light-flooded ambience.

The sixth-generation BMW eDrive technology developed for the New Class comprises highly efficient electric motors, fundamentally new high-voltage batteries with round cells and 800-volt technology. The BMW iX3 50 xDrive is powered by two electric motors, which together generate an output of 345 kW/469 hp and a torque of 645 Newton meters (Nm). It accelerates from zero to 100 km/h in 4.9 seconds and reaches a top speed of 210 km/h.

Its electric all-wheel drive consists of an extensively further developed current-excited synchronous machine (SSM) with particularly high efficiency on the rear axle and a new

asynchronous machine (ASM) on the front axle, which is characterized by a compact design and high cost efficiency. The combination of SSM and ASM shows how the BMW Group is also focusing on technology neutrality in the field of electromobility. The drive technology developed for the New Class reduces energy losses by 40 percent, weight by ten percent and manufacturing costs by 20 percent compared to fifth-generation BMW eDrive technology.

The new concept also enables a 30 percent increase in charging speed. In favor of energy density and cost efficiency, the round cells are integrated directly into the high-voltage battery ("cell-to-pack"). The high-voltage battery provides a usable energy content of 108.7 kWh. This achieves a range of up to 805 kilometers according to WLTP.

With a maximum charging capacity of 400 kW, enough energy for up to 372 kilometers can be charged in just ten minutes at an 800-volt DC fast-charging station. The energy content of the high-voltage battery can be increased from zero to 80 percent of its capacity within 21 minutes.

Bidirectional charging functions are also available, allowing the vehicle battery to be used as an energy store. With the Vehicle-to-Load (V2L) function, the new BMW iX3 becomes a mobile power bank that can supply electrical devices with power while on the move. Vehicle-to-Home (V2H) turns it into a temporary storage unit for solar energy generated at home by a photovoltaic system. And with the Vehicle-to-Grid (V2G) application, customers can integrate their vehicle into the energy market and even earn money in the process.  
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## Images for article

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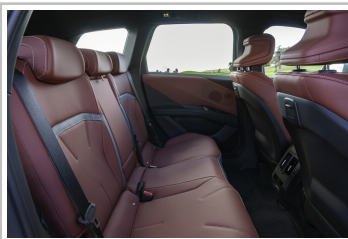


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