Media Information
18 June 2026

**The new BMW i3 50 xDrive as First Edition: orders are now open.**
Strong demand for the BMW i3, the second Neue Klasse model. Fully electric BMW 3 Series can be ordered ahead of the official market launch in autumn 2026 in the form of the BMW i3 50 xDrive as First Edition. The BMW i3 50 xDrive as First Edition comes with extremely attractive and wide-ranging additional equipment features and a range of up to 906 kilometres / 563 miles (WLTP, combined [EnVKV] – energy consumption: 16.1–13.5 kWh/100 km; $CO_2$ emissions: 0 g/km; $CO_2$ class: A; range: 758 – 906 km [471 – 563 miles]). Ten minutes DC charging at the maximum charging rate adds up to 423 km [263 miles][1] of range (as per WLTP).

- Early opportunity to order the BMW i3 50 xDrive.
- Second Neue Klasse model.
- Neue Klasse models are synonymous with technological progress, powerful drive systems, long range and short charging times.
- BMW i3 50 xDrive as First Edition comes with extensive equipment and scope for customisation.
- Attractive pricing for the entry-level BMW i3 50 xDrive (EUR 65,900)[2] and BMW i3 50 xDrive as First Edition (EUR 75,340)[2].

**Munich.** BMW is embarking on an exciting new era of driving pleasure with its second Neue Klasse model, the new BMW i3. Customers can place their orders for the fully electric BMW i3 50 xDrive as First Edition ahead of the official market launch. The BMW i3 50 xDrive as First Edition is available exclusively from BMW retailers.

[1] The added range after ten minutes of high-power charging was determined in accordance with ISO 12906 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.
[2] Prices apply to the offering in Europe. Price includes VAT at 19% (Germany).

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**Jochen Goller, Member of the Board of Management of BMW AG, Customer, Brands, Sales, says:** "The new BMW i3 is a groundbreaking car for us. As a fully electric model, it will be competing in a high-volume segment and is therefore extremely significant for the BMW Group. At the same time, we can already tell from the high level of interest in this model that it will be very well received by our customers. The start of orders on 18 June in First Edition form – ahead of the official market launch – is an important next step here."

The new BMW i3 – as the second Neue Klasse model to be launched – also embodies the technological leap forward taken by the brand. The highly efficient sixth-generation BMW eDrive technology teams up with the new BMW Panoramic iDrive and the Heart of Joy to elevate Sheer Driving Pleasure to a whole new level. And the assisted driving experience also enters a new era with BMW Symbiotic Drive. Furthermore, the BMW i3 brings a modern interpretation to the signature design features of a BMW sedan.

Customers will be able to specify their new BMW i3 50 xDrive as First Edition with a host of additional equipment features to complement the already extensive standard equipment of the BMW i3 50 xDrive. This includes the M Sport package, the BMW Iconic Glow exterior package and the BMW 3D Head-Up Display. The BMW i3 50 xDrive as First Edition can be ordered priced at EUR 75,340.00[1] (WLTP, combined [EnVKV]: energy consumption 16.1–13.5 kWh/100 km; $CO_2$ emissions: 0 g/km; $CO_2$ class A) and offers a range of 758 – 906 km (471 – 563 miles). With its 800V technology, the Gen6 system in the BMW i3 50 xDrive enables a maximum charging rate of up to 400 kW. After ten minutes of DC charging, this adds up to 423 km / 263 miles[2] of range.

At the official market launch in autumn 2026, the BMW i3 50 xDrive (WLTP, combined [EnVKV]: energy consumption 16.1 – 13.4 kWh/100 km; $CO_2$ emissions: 0 g/km; $CO_2$ class A) in standard specification and with a range of up to 912 km (567 miles)[3] will be available priced at EUR 65,900.00[1].

[1] Prices apply to the offering in Europe. Price includes VAT at 19% (Germany).

[2] The added range after ten minutes of high-power charging was determined in accordance with ISO 12906 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.

[3] All values are provisional.

**Mike Reichelt, Head of Neue Klasse BMW,** explains: "The BMW 3 Series has been an icon of our brand for seven generations and therefore more than five decades. It encapsulates pure driving pleasure, innovation and timeless design. With the Neue Klasse and its technology clusters, we are literally skipping a vehicle generation. This is the DNA of our sporting sedan in a completely new vehicle concept as we write the next chapter in the BMW 3 Series success story."

**The BMW i3 exemplifies the new BMW design language: focused on the essentials in a modern, unmistakable style.**
With its 2.5-box design, the new BMW i3 offers a modern take on the hallmark proportions of a sporting BMW sedan – and is immediately recognisable as a BMW 3 Series. Its silhouette is shaped by a long wheelbase, glasshouse set well back and short overhangs. Familiar yet also new is the BMW-typical four-eyed face of the BMW i3. The Neue Klasse design language guides the fresh interpretation of the iconic front end. The BMW kidney grille and twin headlights merge as an innovative light signature into a single stylistic piece. The rear lights, with their pronounced horizontality, present the "L" shape in a new, abstract form. Prominently flared wheel arches amplify the broad, sporting stance of the new BMW i3.

**Taking BMW's hallmark driver focus to a new level.**
The modern and dynamic interior represents a particularly vivid expression of the Neue Klasse design language. The spacious cabin of the new BMW i3 allows it to exploit the full potential of a vehicle architecture geared squarely to electric mobility.

BMW Panoramic iDrive with BMW Operating System X employs a unique display and operating system to open up a new dimension in the hallmark BMW driver orientation. At its heart is the BMW Panoramic Vision, which projects content across the entire width of the lower area of the windscreen. The multimodal operating logic of BMW Panoramic iDrive combines touch, haptic and voice based interactions. The BMW Intelligent Personal Assistant plays a key role here, enabling numerous vehicle functions, navigation destination entry and media content to be controlled using natural language. The introduction of large

language model technology (LLM, Alexa+)[1] results in more dialogue-based verbal interaction, enabling intuitive and intelligent exchanges.

**BMW i3 takes technological leap forward with sixth-generation electric drive system.**
The first fully electric BMW 3 Series will be available from launch in BMW i3 50 xDrive form. It has one electric motor on the front axle and one on the rear axle, which together produce system output of 345 kW/469 hp. Peak torque is 645 Nm (475 lb-ft). The BMW i3 50 xDrive sprints from 0 to 100 km/h (62 mph) in 4.7 seconds. The BMW i3 50 xDrive as First Edition features identical motors and performance figures.

In the new BMW i3, the highly efficient sixth-generation BMW eDrive technology joins forces with the Heart of Joy control computer and BMW Dynamic Performance Control driving stack. Together, they give the car extremely precise, effortless and assured driving characteristics. The Heart of Joy responds ten times faster than previous systems and reduces the number of control interventions necessary. The result is Sheer Driving Pleasure at a whole new level. The assisted driving experience also enters a new dimension in the BMW i3 with BMW Symbiotic Drive.

The Soft Stop function ensures the smoothest stopping action in the history of BMW. Precise control of the electric motors brings the fully electric sedan to a imperceptibly gentle stop without any jerking or braking noises.

When it comes to driver assistance technologies in the new BMW i3, BMW Symbiotic Drive enables seamless interaction between assistance functions and human driving behaviour. With driver assistance activated, drivers can respond to situations in their own style by accelerating, steering or braking – and without deactivating the relevant assistance system in the process. The optional Motorway Assistant enables hands-free assisted driving on the motorway up to 130 km/h (81mph) with automated lane changes after confirmation by eye signal[2].

[1] Planned from the second half of 2026 for vehicles with BMW Operating System X in Germany and the USA. Further markets and model ranges will follow in stages.
[2] Available in most European countries, USA and Canada by the end of 2026.

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The optional City Assistant uses BMW Symbiotic Drive to offer initially braking and pulling away again at traffic lights (even when there is no vehicle in front) and assisted lane changes in urban areas – always provided the system detects that the driver is paying attention. The clear operating logic and displays in BMW Panoramic iDrive ensure assisted driving in the BMW i3 is intuitive and controllable at all times, enabling safe use of the highest SAE Level 2 automation.

**Long range, shorter charging times and bidirectional charging functions.**
Another feature of the technological leap forward taken by the new BMW i3 is the high-voltage battery with new cylindrical cells offering capacity of 108.7 kWh. The pack-to-open-body design of the battery housing turns the battery into a structural part of the new BMW i3.

The BMW i3 50 xDrive as First Edition has a range of up to 906 kilometres / 563 miles (as per WLTP test cycle) and therefore offers a high degree of long-distance capability combined with dramatically shortened charging times thanks to 800V technology. DC charging rates of up to 400 kW allow the BMW i3 50 xDrive to take on enough energy in ten minutes from a DC rapid charging point for up to 423 km (263 miles) of range[1] (as per ISO 12906 in the WLTP cycle). The new BMW i3 also offers bidirectional charging functions.

**The equipment fitted in the BMW i3 50 xDrive as First Edition includes the M Sport package and BMW Iconic Glow exterior package.**
The new BMW i3 50 xDrive as First Edition uses the equipment items it adds over standard specification to underscore the exceptional attributes of the first fully electric BMW 3 Series. The extensive standard equipment of the BMW i3 50 xDrive includes the Panoramic Vision, Driving Assistant Plus, Comfort Access, BMW Digital Key Plus, and electric and heated front seats. A standout feature of the BMW i3 50 xDrive as First Edition is the M Sport package. It brings the M Aerodynamics package, blue M Sport brakes and exterior mirror projection with M logo, complemented inside the car by the exclusive BMW M interior design in Veganza and M PerformTex Black (other upholstery variants are available).

[1] The added range after ten minutes of high-power charging was determined in accordance with ISO 12906 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.

The M Sport package therefore makes the dynamic potency of the new fully electric sedan evident at first glance.

First Edition specification also includes the BMW Iconic Glow exterior package, which underscores the visual depth of the iconic BMW kidneys with precise contour lighting. Another feature of this package is a welcome and goodbye animation, which brings three visually impressive light effects. The BMW Iconic Glow exterior package allows BMW i3 customers to adapt these attractive effects to their personal tastes.

**Further interior highlights include multifunction seats, BMW 3D Head-Up Display and Harman Kardon HiFi loudspeaker system.**
The interior of the BMW i3 50 xDrive as First Edition also comes with a host of additional equipment highlights. These include front multifunction seats with electric adjustment, three-zone automatic climate control, sun protection glazing and steering wheel heating.

The BMW 3D Head-Up Display complements the display and operating system of the new BMW i3. It is integrated above the BMW Panoramic Vision. The BMW 3D Head-Up Display additionally projects selected content exclusively into the driver's line of sight. This enables extremely precise spatial perception – with navigation instructions, for example.

The Harman Kardon HiFi loudspeaker system with Dolby Atmos support brings a particularly high level of sound quality to the BMW i3 50 xDrive as First Edition. The automatic tailgate operation including Smart Opener provides extremely easy access to the load compartment. And adding the finishing touches to First Edition specification is AC charging Professional, which raises the AC charging rate from 11 to 22 kW.

**Additional attractive features available as an option for the BMW i3 50 xDrive as First Edition.**
Customers add further personal touches to their BMW i3 50 xDrive as First Edition with the help of model-specific items of optional equipment. One very popular option is seat heating for the rear seats. Meanwhile, the optional panoramic glass

sunroof with climate comfort glazing creates a feeling of space bathed in light. A trailer tow hitch with electrically pivoting ball head can also be ordered.

The extensive entertainment offering available from BMW Connected Drive allows customers to specify optional additional BMW Maps functions, the Security Assistant and a data package as part of BMW Digital Premium.

Customers can also choose from a selection of additional options for their BMW i3 50 xDrive as First Edition when it comes to driving and parking functions. The range of options designed to enhance safety and comfort further still includes Parking Assistant Plus, Parking Assistant Professional and the Motorway & City Assistant.

**Wide range of choices for exterior colours, wheels, interior worlds and steering wheels.**
A total of six attractive exterior paint finishes are available for the BMW i3 50 xDrive as First Edition. These include the exclusive metallic colour shade M Le Castellet Blue.

The range of wheel rims comprises three aerodynamic wheels and a light-alloy variant: customers can choose between 19- and 20-inch rims.

When it comes to the interior of the new BMW i3 50 xDrive as First Edition, Contemporary interior design and BMW M interior design allow customers to choose from various attractive colour worlds. And the range of steering wheels offers further scope for customisation, with the optional sports steering wheel, M steering wheel and BMW Individual steering wheel (only in conjunction with Contemporary interior design Bicolour Digital White) all available to order.

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## Standard equipment and options for the BMW i3 50 xDrive as First Edition:

### Standard equipment for the BMW i3 50 xDrive

**Highlights:**
- BMW Panoramic Vision
- Driving Assistant Plus
- Wireless Charging tray Plus

**Exterior**
- LED headlights and LED rear lights with High-beam Assistant
- Flush-mounted, electrically extendable door handles with Comfort Access
- BMW Digital Key Plus for smartphone or smartwatch
- Extended exterior mirror package, electrically folding, with ground lighting
- Intelligent charging flap, opens and closes automatically
- 31 litres of additional waterproof and dustproof storage space under the bonnet

**Interior**
- BMW Operating System X
- BMW Panoramic iDrive with BMW Panoramic Vision, Central Display in Free-Cut Design and multifunction steering wheel
- Smartphone integration
- BMW Intelligent Personal Assistant
- BMW Maps with online navigation and active route guidance
- Two-zone automatic climate control with efficient heat pump and pre-heating/pre-conditioning
- Electrically adjustable front seats with memory function
- Rear seat bench with 40/20/40 split, including manual backrest tilt adjustment
- Heated front seats
- DAB radio
- Teleservices
- Alarm system

**Drive/driving dynamics**
- Sixth-generation 800V eDrive with lithium-ion cylindrical-cell battery and xDrive all-wheel-drive system with two electric motors
- Heart of Joy with BMW Dynamic Performance Control – for central control of the powertrain and driving dynamics – maximises dynamism, precision and efficiency

**Driver assistance**
- BMW Symbiotic Drive for seamless and intuitive interaction between driver and driver assistance technology through AI-powered software
- Lane Change Warning, Lane Keeping Assistant, Distance Information, Road Priority Warning, Emergency Brake Assistant, emergency steering intervention, Attentiveness Assistant with emergency stop, Evasion Assistant, rear collision warning
- Cruise Control, Speed Limiter, Speed Limit Info
- Rear View Camera with panorama view, Park Assist, Park Distance Control (PDC), Reversing Assistant, Reverse Emergency Braking Function, Drive-off Monitoring, exit warning
- Tyre Pressure Monitor
- Tyre Repair Kit Plus

**Charging**
- DC charging with 800V technology, compatible with 400V charging infrastructure
- Remote-access charging (compatible electricity providers control the charging process at the customer's home to minimise their costs)
- Bidirectional charging (DC) for Vehicle-to-Home (V2H) and Vehicle-to-Grid (V2G) in conjunction with optionally available BMW Wallbox Professional
- Charging cable Professional (Mode 3) for public charging points

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**Standard equipment First Edition**

- M Sport package
- BMW Iconic Glow
- Automatic tailgate operation
- Sun protection glazing
- AC charging Professional (incl. V2L)[1]
- Heated steering wheel
- Front multifunction seats
- Innovation package:
  – three-zone automatic climate control with extended features
  – BMW 3D Head-Up Display
  – Harman Kardon HiFi loudspeaker system

**Additional optional equipment**
**Exterior**

- M and BMW Individual wheels in 19-inch and 20-inch formats
- Six exterior colours
- Panoramic glass sunroof with climate comfort glazing
- Trailer tow hitch with electrically pivoting ball head
- Model designation deletion

**Interior**

- Contemporary interior design in four colours and BMW M interior design
- Steering wheels: sports, M Sport, BMW Individual
- Heated rear seats

**Technology**

- BMW Digital Premium (limited duration)[2]
- Motorway and City Assistant (limited duration)[2]
- Parking Assistant Plus
- Parking Assistant Professional

[1] AC charging Professional enables V2L and offers a charging rate of 22 kW. This halves the charging time compared with a charging rate of 11 kW.
[2] The initial term is two years from delivery of the new vehicle to the customer. After this time, the functionality of this optional extra can be extended on one occasion free of charge within three months – for a term of two years – via the My BMW App or the BMW Connected Drive Store.

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**At a glance: Q&A on the new BMW i3 50 xDrive as First Edition.**

**When can customers order the BMW i3 50 xDrive as First Edition?**
The BMW i3 50 xDrive as First Edition can be ordered exclusively from BMW retailers from 18 June 2026.

**What items of equipment is the BMW i3 50 xDrive as First Edition fitted with?**
Over and above standard specification for the BMW i3 50 xDrive, the BMW i3 50 xDrive as First Edition includes an extensive selection of additional items. Among these are the M Sport package and BMW Iconic Glow exterior package. In the interior, front multifunction seats and the exclusive BMW M interior design are offered. The innovation package including three-zone automatic climate control with extended features, plus the BMW 3D Head-Up Display and the Harman Kardon HiFi loudspeaker system are also fitted. Further options are also available.

**What drive system is the BMW i3 as First Edition fitted with?**
The BMW i3 50 xDrive as First Edition has one electric motor at the front axle and one at the rear axle. Its system output is 345 kW/469 hp.

**How fast does the BMW i3 50 xDrive as First Edition accelerate?**
It can sprint from 0 to 100 km/h (62 mph) in 4.7 seconds.

**Does the BMW i3 50 xDrive as First Edition come with the Heart of Joy?**
Yes, the Heart of Joy control computer is one of the four superbrains in the new BMW i3. It shapes Sheer Driving Pleasure in the new BMW i3.

**How much range does the BMW i3 50 xDrive as First Edition offer?**
Its offers a range of up to 906 kilometres / 563 miles (as per WLTP test cycle).

**How quickly can the BMW i3 50 xDrive as First Edition charge?**
The BMW i3 50 xDrive as First Edition can achieve DC charging rates of up to 400 kW. When connected to a DC rapid charging point, it can take on enough energy in ten minutes to cover 423 km (263 miles, as per ISO 12906 in the WLTP

cycle)[1]. AC charging Professional –included as standard in the First Edition – offers charging speeds of up to 22 kW from a Wallbox.

**What are the dimensions of the BMW i3 50 xDrive as First Edition?**
They are the same as those of the BMW i3 50 xDrive. It is 4,760 mm long, 1,865 mm wide and 1,480 mm tall.

**How long will the BMW i3 50 xDrive as First Edition be available?**
The BMW i3 50 xDrive as First Edition will be offered ahead of the general start of orders from autumn 2026. First Edition specification and equipment will remain available after orders have officially opened.

**Will there be further model and equipment variants in the future?**
Further equipment and configuration variants will follow from autumn 2026, when orders officially open.

**What does the BMW i3 50 xDrive as First Edition cost?**
The starting price for the BMW i3 50 xDrive as First Edition is EUR 75,340.00[2] and will vary according to individual customer specification.

**What is the base price for the BMW i3 50 xDrive?**
Prices for the new BMW i3 50 xDrive will start at EUR 65,900.00[2].

**What does the BMW i3 50 xDrive offer in terms of automated driving?**
The new BMW i3 50 xDrive offers innovative SAE Level 2 driver assistance systems and active safety functions with significant improvements, extra functionality and BMW Symbiotic Drive.

[1] The added range after ten minutes of high-power charging was determined in accordance with ISO 12906 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.

[2] Prices apply to the offering in Europe. Price includes VAT at 19% (Germany).

All of the stated equipment features, technical data and energy consumption and emissions figures relate to the offering in the German market. The figures refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and items of optional equipment selected.

Official electric power consumption and range figures were determined based on the prescribed measurement procedure WLTP in accordance with Pkw-EnVKV. For more information, go to www.bmw.de

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**The BMW Group**

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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