BMW GROUP

Corporate Communications

Media Information
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Ramp-up in record time: BMW Group Plant Debrecen produces 50,000th BMW iX3

- Major milestone for BMW Group Plant Debrecen
- Fastest ramp-up of a new BMW Group plant.
- Strong demand for the BMW iX3, the first model of the Neue Klasse
- Intensive collaboration across the production network

Debrecen, Hungary. BMW Group Plant Debrecen has produced the 50,000th BMW iX3. Just nine months after the start of series production, the plant has thus reached an important milestone in the ramp-up of the first series-production model of the Neue Klasse.

"The 50,000th BMW iX3 underscores the capabilities of our plant in Debrecen: Never before have we built so many vehicles so quickly at a new plant. This milestone is the result of an outstanding team effort," said Raymond Wittmann, Member of the Board of Management of BMW AG, responsible for Production.

The rapid ramp-up was significantly accelerated by the introduction of the second shift, which started in February 2026 – well ahead of schedule. This was the BMW Group's response to the high demand the BMW iX3 has been experiencing since its market launch. Supported by strong customer orders, the company is on track to soon reach the next important milestone of 100,000 incoming orders.

New model, new architecture, new plant

As the first series-production vehicle of the Neue Klasse, the BMW iX3 also marks the start of a new vehicle architecture – in a completely newly built plant. The plant thus plays a key role in the further scaling of the Neue Klasse across the BMW Group's production network.

"The production of the 50,000th BMW iX3 reflects the dedication and expertise of our team. As the home of the first series-produced Neue Klasse model, Plant Debrecen is helping shape the future of the BMW Group's global production

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network," highlighted Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen.

Plant Debrecen's pioneering role – other plants benefit from its experience

The pioneering experiences from the launch of the first Neue Klasse model provide Plant Debrecen and the other BMW Group plants worldwide with valuable insights for the upcoming launches.

"Each of our plants benefits from launch experiences we have made at Plant Debrecen. By the end of 2027, we will launch 40 new or updated models. Efficiency, speed, and quality are crucial for the successful launch of all vehicles. Knowledge transfer between our production sites worldwide is a key lever," said Wittmann.

To achieve this, the BMW Group relies on close collaboration among its production sites. Insights from one plant flow directly into the global network and support the ramp-up of further models. This enables potential quality deviations, for example, to be identified and avoided at an early stage – before they recur at another location. Digital tools and a shared database provide the foundation for this.

If you have any questions, please contact:

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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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