

T H E

i

X



#bornelectric



# CHANGE

CAN SOMETIMES SEEM  
LIKE A CHALLENGE.



That's why at BMW i,  
we believe in overcoming obstacles.

We have been pioneering electric  
mobility for the past ten years,  
and we will continue to be  
at the forefront of positive change  
in the future too. To do that,  
we want to discuss our ideas with you.  
We want to embrace change together.

Because we believe  
in the endless possibilities  
of shaping the future and we believe  
there are plenty of great reasons  
to take that next step.

Let's take it together.  
Let's make the future we want to live in  
become reality.

LET'S MAKE CHANGE  
HAPPEN.







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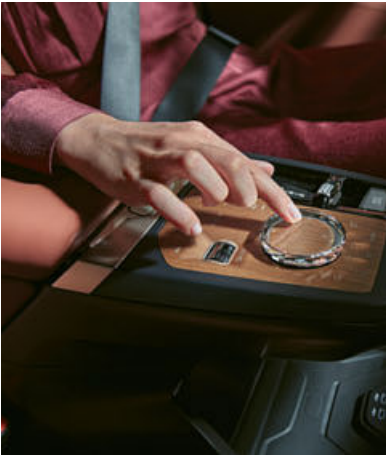
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RANGE OF UP TO

**626** KM<sup>1</sup>  
(WLTP)

THE FIRST FULLY-ELECTRIC  
ALL-WHEEL SAV FROM BMW

“The BMW iX combines the best  
proportional attributes of the X-family:

larger interior than the X5,  
the dynamic roof line of an X6  
and the large wheels of an X7”.

Domagoj Dukec – BMW Design Head

RECHARGE THE RANGE

UP TO 120 KM IN **10**  
MINUTES<sup>1, 2, 3, 4</sup>

Partially-automated  
driving

0 TO 100 KM/H

IN **4.6** SEC

**INTELLIGENT  
SHY TECH**

**20%**  
RECYCLED  
PLASTIC

**5G**  
CONNECTIVITY

INTERIOR MADE  
OF SUSTAINABLE  
MATERIALS

**21.6–20.0** KWH

POWER CONSUMPTION  
FOR 100 KM (WLTP)<sup>2, 5</sup>

**385** KW  
(523 HP) OUTPUT

PRODUCED  
USING 100%  
RENEWABLE  
ENERGY

OVER  
**450,000**  
CHARGING POINTS  
WORLDWIDE

Values apply for the BMW iX xDrive50.

<sup>1</sup> Range depends on various factors, in particular: individual driving style, route characteristics, outside temperature, heating/air conditioning, pre-conditioning.

<sup>2</sup> The combined electrical consumption depends on the selected wheel and tyre sizes.

<sup>3</sup> Dependent on the local electricity infrastructure.

<sup>4</sup> Values refer to an initial load status of 10%.

<sup>5</sup> Official data for power consumption and electric range was determined in accordance with the prescribed measuring procedure and corresponds to European Regulation (EU) 715/2007 in the applicable version. For ranges, data determined as per WLTP takes into account any optional equipment (available on the German market in this case). For vehicles that have been newly type approved since 1 January 2021, only the official data according to WLTP exists. For more information about NEDC and WLTP measuring procedures visit [www.bmw.com/wltp](http://www.bmw.com/wltp)



## ELECTRIC EUPHORIA LIKE NEVER BEFORE.

Pure driving pleasure every second, for up to 626 km<sup>1,2</sup> with one charge: In the BMW iX xDrive50, you get a whole new kind of driving experience, designed from the ground up electrically. Uniquely

nimble, the BMW iX, available in several vehicle types, accelerates from 0 to 100 km/h<sup>1</sup> in 4.6 seconds and is inimitably responsive and highly agile. Thanks to the high-performance electric motor duo, delivering

385 kW (523 hp)<sup>1</sup> and a highly efficient consumption<sup>3</sup> of 21.6-20.0 kWh/100 km<sup>1</sup>, its all-wheel drive has ample power reserves at all times for exciting sprints and memorable long-distance journeys. Combined

with the virtues of a spacious SAV-like interior and raised seating position, the BMW iX conveys a feeling of grandeur and progressiveness. Welcome to the future – now.

Four driven wheels,  
two electric motors, one result:  
electric driving pleasure like you  
have never experienced before.



<sup>1</sup> Values apply for the BMW iX xDrive50.

<sup>2</sup> Range depends on various factors, in particular: individual driving style, route characteristics, outside temperature, heating/air conditioning, pre-conditioning.

<sup>3</sup> The combined electrical consumption depends on the selected wheel and tyre sizes.



FIRST FULLY ELECTRICAL BMW WITH ALL-WHEEL DRIVE – THE BMW iX.

Power, traction, efficiency - but above all one thing: absolute euphoria, again and again: With a drive system from the latest BMW eDrive generation, you experience maximum driving pleasure in the first fully electric BMW with all-wheel drive.

■ The BMW iX features extremely agile and comfortable handling, coupled with the seating position typical to the X and a spacious feel. Its dynamic configuration is underscored by supreme body strength, balanced weight distribution, and a low centre of gravity. Together with its large wheels, the BMW iX has now dramatically reduced any rocking while delivering the kind of agility that means that the next endorphin rush is just around the corner: the sheer emotional driving pleasure in the BMW iX really knows no bounds.



iX xDrive40	200 TOP SPEED <sup>4</sup> (KM/H)	394–426 ELECTR. RANGE (WLTP) <sup>1</sup> , MAX. (KM) <sup>3</sup>	240 (326) SYSTEM OUTPUT (KW (HP))
	6.1 DRIVING PERFROMANCE 0-100 KM/H (S)	21.1–19.3 ELECTR. CONSUMPTION COMB. (KWH/100 KM) <sup>2</sup>	
iX xDrive50	200 TOP SPEED <sup>4</sup> (KM/H)	585–626 ELECTR. RANGE (WLTP) <sup>1</sup> , MAX. (KM) <sup>3</sup>	385 (523) SYSTEM OUTPUT (KW (HP))
	4.6 DRIVING PERFROMANCE 0-100 KM/H (S)	21.6–20.0 ELECTR. CONSUMPTION COMB. (KWH/100 KM) <sup>2</sup>	

■ Configurable recuperation behaviour allows for an individual driving style – here you decide whether you want to recuperate maximum energy by means of one-pedal feeling (gear position B) with as few accelerator pedal changes as possible or whether you prefer customised vehicle deceleration (gear position D). This adaptive recuperation offers a direct and convenient way of exploring the exciting new world of electric vehicles. In any case, with the superior power and high efficiency of the innovative electric motor duo, almost any destination can be reached at any time with ease and a great deal of pleasure in electric driving.

RECUPERATION OPTIONS AT A GLANCE:

- Gear position B:** A fixed maximum recuperation level delivers a no-holds-barred one-pedal feeling until you come to a standstill, all this without creeping.
- Gear position D:** Recuperation here is adaptive, and can be configured by the driver using four settings (adaptive, high, medium, low). This allows you to slowly roll forward until you come to a standstill.

■ Standard equipment    □ Optional equipment

<sup>1</sup> Official data for power consumption and range were determined in accordance with the measuring procedures as defined by European Regulation (EU) 715/2007 in the applicable version and comply with same. In the event of ranges, data determined as per WLTP takes into account any optional equipment (available on the German market in this case). For vehicles that have been newly type approved since 1 January 2021, only the official data according to WLTP exist. For more information about NEDC and WLTP measuring procedures visit [www.bmw.com/wltp](http://www.bmw.com/wltp)

<sup>2</sup> The combined energy consumption depends on the selected wheel and tyre sizes.

<sup>3</sup> Range depends on various factors, in particular: individual driving style, route characteristics, outside temperature, heating/air conditioning, pre-conditioning.

<sup>4</sup> Electronically limited.

The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at [www.bmw.com](http://www.bmw.com) or at your BMW Partner.



IN ITS ELEMENT WHATEVER THE DISTANCE – THE RANGE OF THE BMW iX.

■ Whether a short trip to town or a longer journey, the BMW iX does the job with its very low power consumption of 21.6 kWh/100 km<sup>1</sup>. This, coupled with the high battery capacity of over 100 kWh, gives you a range of up to 626 kilometres (WLTP)<sup>1,2</sup>, with zero local emissions.

■ In addition, the battery can be charged from 10 to 80% in 35 minutes at high-power charging stations (HPC). This gives you a range of up to 195 km via the fast charge process, making the vehicle ideal for long journeys. Even if you only want to stop for coffee at a HPC station, you can still recharge to a range of more than 120 kilometres in just 10 minutes. You'll receive everything you need for this together with your vehicle – from BMW Charging. As that's what makes electric driving fun: flexible reliability that makes the BMW iX absolutely suitable for long journeys and fits perfectly into your everyday life.

HIGH PERFORMANCE IN POWER AND CHARGING.

■ The **lithium-ion high-voltage battery**<sup>2</sup> in the BMW iX incorporates the entire development expertise of BMW. The latest generation of batteries is characterised by a significant increase in performance and energy density and can optimally display its high-performance characteristics, especially during highly dynamic driving and fast charging. The particularly long-life lithium-ion high-voltage battery is

also placed flat and safely in the vehicle floor. In this location, it ensures a low centre of gravity, which together with the even 50:50 weight distribution across both axles, enhances vehicle agility and provides ample space for passengers and luggage.

iX xDrive50

Up to  
**626** km  
range (WLTP)<sup>1,2</sup>

Recharge the range  
up to 120 km in **10**  
minutes<sup>1,3,4,5</sup>

Fast charge of 10-80% in  
just **35** minutes<sup>1,3,4</sup> at  
a public charging station

■ Standard equipment   □ Optional equipment

The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at [www.bmw.com](http://www.bmw.com) or at your BMW Partner.



<sup>1</sup> Values apply for the BMW iX xDrive50.

<sup>2</sup> The lithium-ion high-voltage battery is characterised by its long service life. However, should a defect occur in the high-voltage battery within eight years and the first 100,000 km, your BMW i Customer Care will grant you a free rectification. For details, please refer to the BMW i Battery Certificate.

<sup>3</sup> Range depends on various factors, in particular: individual driving style, route characteristics, outside temperature, heating/air conditioning, pre-conditioning.

<sup>4</sup> Dependent on the local electricity infrastructure.

<sup>5</sup> Values refer to an initial load status of 10%.



# MODERN, STABLE AND WELL THOUGHT-OUT - LIGHTWEIGHT CONSTRUCTION IN THE BMW iX.

Form follows function: The BMW iX follows this legendary design principle in every detail – with the aim of combining maximum range, efficiency and dynamics to create a unique driving experience. Aerodynamic refinements catch the eye even at first glance, such as the exterior mirrors integrated into the window well strips, flush embedded door handles, and lightweight Air Performance light-alloy wheels; even the concealed underbody has a flat, smooth design. Here everything is designed to glide through the air flowing past with the least resistance – with success: the BMW iX achieves a sensational drag coefficient of  $c_w = 0.25$ . You can even see these aerodynamics: vertical air curtains in the front apron guide the air flow to the wheels with the minimum of resistance, while the black streamflow sections in the D-pillar, characteristic of the BMW i, symbolise the optimised air flow around the passenger compartment.

The fascination grows by the second: completely frameless doors, slim profiles and the silhouette with visible carbon structure in the entry and tailgate sections showcase the weight-optimised material mix of the body. Aluminium, carbon and high-strength steels are each used where they contribute to a reduction in weight, an improvement in the interior feel and handling as well as a greater range – and thus to an experience that can be enjoyed again and again with the greatest pleasure thanks to intelligent lightweight construction.



- The reduced styling draws attention to precisely designed details that emphasise the high-quality character and optimised aerodynamic characteristics of the BMW iX.



## THE ULTIMATE ELECTRIC DRIVING MACHINE.

With powerful performance delivering 455 kW/619 hp, the new BMW iX M60 ensures superlative electric driving pleasure. With outstanding acceleration, agility and precision, the visionary flagship brings M-typical driving dynamics elegantly into the age of electromobility. Reduced lines strong in character with premium accents in Titanium Bronze create the athletic exterior of the Sports Activity Vehicle. The sporty monolith sits on 22" aerodynamic wheels with extravagant rims with Titanium Bronze inlays. Its range of up to 561 kilometres and a charging capacity of 120 kilometres in 10 minutes

offer enormous flexibility just waiting to be used to the maximum. In the interior the Shy Tech concept allows the innovative, intuitive technology to slip stylishly into the background making way for an aesthetic and linear ambience with a generous sense of spaciousness. BMW IconicSounds Electric<sup>1</sup> provides the M-typical emotional driving sound – making visions of the future a new, electrifying reality.



### EXTRAVAGANT ATHLETE.

■ Powerful proportions, a minimalist surface design and precisely designed details characterise the exterior design of the BMW iX M60. The standard Sport package emphasises the vehicle's dynamic nature. Specially designed side sills in Black high-gloss and bumper panels in a sporty shape ensure a very sharp look. The M inscription on the front side panels and on the rear emphasises the exceptionally high driving dynamic potential. 22" aerodynamic wheels with inlays in Titanium Bronze make an extravagant statement.

### THE POWERTRAIN: PURE ELECTRIC. THE DYNAMICS: TYPICAL M.

■ In the BMW iX M60, superior ride comfort, dynamism and sporty handling form the kind of connection that traditionally characterises the unique driving experience in a BMW M vehicle. This is ensured by the chassis and suspension setup, which is systematically designed for performance, with standard M-specific two-axle ride level control and Integral Active Steering, which makes the BMW iX M60 particularly agile and manoeuvrable.

### ELECTRIC POWER FROM THE FIRST SECOND.

■ Maximum acceleration thanks to optimum traction: Launch Control is the perfect start from a standstill. Thanks to the intelligently controlled power transmission, the BMW iX M60 completes the standard sprint from 0 to 100 km/h in 3.8 seconds. With an output of 455 kW/619 hp<sup>2</sup>, a maximum torque of 1015 Nm in My Mode Sport or 1100 Nm with activated Launch Control, the BMW iX M60 enhances local emission-free mobility with an outstanding performance experience.

■ Standard equipment   □ Optional equipment

<sup>1</sup> Optional equipment.

<sup>2</sup> Electric drive up to 397 kW, with temporary power boost <10 seconds up to 455 kW.





Flexible charging  
with up to  
**11** kW  
power



AT HOME EVERYWHERE – FLEXIBLE AND MOBILE CHARGING WITH THE FLEXIBLE FAST CHARGER.

■ The standard **Flexible Fast Charger** offers maximum flexibility when charging at home. The fast charger always adapts to the charging infrastructure thanks to the available cable adapters and can be connected to both domestic and industrial plug sockets. You can take the compact, light Flexible Fast Charger with you wherever you go and also charge your BMW in another "home", for example a second or holiday home.

## RAPID CHARGING. DRIVE FURTHER. EXPERIENCE MORE.

BMW Charging is our all-round carefree solution for charging your BMW. With BMW Charging products and services, you have a wide range of tailor-made offers for charging available at home and on the road. This gives you access to a network of over 450,000 charging points<sup>1</sup> worldwide in city centres, car parks and along major traffic routes – including high power charging stations for ultra-fast charging. You will also receive a charging voucher which you

can exchange for a convenient home charging solution, for example, depending on the vehicle and market. No matter whether it is hardware for charging, digital services or servicing – our offer is constantly growing. This also includes an installation service for your wallbox or a special green electricity tariff for charging at home.

EASY CHARGING NO MATTER WHERE YOU ARE, WITH THE BMW CHARGING CARD AND CHARGING CABLE FOR PUBLIC CHARGING.

■ Long journeys are a particular pleasure with the BMW iX – after all, you already have everything you need to charge along the way: The **BMW Charging Card** enables you to seamlessly access an extensive international charging network – including ultra-quick charging stations for ultra-fast charging. Enjoy especially attractive public charging fees that are optimised in Europe for your specific market, established exclusively for BMW drivers – and with no basic fee to pay in the first year for new vehicle customers. With the **standard charging cable (mode 3) for public charging** using alternating current (AC), all you need to do to get charging is connect your BMW iX safely and conveniently to an AC charging post in the BMW Charging Network while you're on the move.



■ Standard equipment □ Optional equipment

<sup>1</sup> As at November 2020.



## CONVENIENCE KNOWS NO BOUNDARIES: MORE OFFERS BY BMW CHARGING.

Enhance your charging equipment with customised BMW Charging solutions. For instance, with a Wallbox to charge your vehicle from home even more conveniently. Our installation service will be happy to connect and install it at home for you. How about a green electricity tariff based on

renewable energy, including for at-home charging? The ultimate in low-emission charging and driving with your BMW iX. The options are almost endless – with BMW Charging you can experience the fully fledged variety of modern mobility.

### BMW WALLBOX FOR FAST AND CONVENIENT CHARGING AT HOME.

□ The BMW Wallbox<sup>1</sup> offers you safe, stress-free and convenient charging. With the permanently installed robust and outdoor-ready BMW Wallbox, you can

charge your BMW iX quickly and reliably with currently up to 11 kW (3-phase). In addition to its compact dimensions in typical BMW design, the BMW Wallbox also offers convenient cable management including connector and wall mount.

Thanks to the integrated residual current detection and a service app, installation is simple and cost-effective - you can book this service for the BMW Wallbox right away.

### ULTRA-FAST CHARGING HAS A NAME: IONITY.

On the road, you have access to BMW Charging's ever-growing public charging network, which includes a wide range of **high-power charging (HPC) stations e.g. from our partner IONITY** along the main traffic routes throughout Europe. These charging points can be displayed by the navigation system in the vehicle or by an app – all you need to do is set the appropriate filter. This enables ultra-fast charging with direct current (DC) at an HPC charging point: The battery of a BMW iX, for example, is charged from 10 to 80 percent in 35 minutes with up to 195 kW charging power.



### SMART WALLBOX.

□ Even smarter charging at home: in addition to a charging power up to 22 kW the Smart Wallbox<sup>1</sup> offers our partners comprehensive connectivity. This makes smart, additional services for intelligent charging possible. For instance, the Smart Wallbox can be integrated into an existing home energy management system and conveniently controlled online. Accurate registering and billing of charging processes is also possible.

■ Standard equipment   □ Optional equipment

<sup>1</sup> Equipment available as an option from Original BMW i Accessories.



# THE FLOW OF A NEW TIME.



► A day in an electric BMW of the current generation promises pure excitement – no matter how you organise your day.

## 8:40 a.m.

Inside the house, a hot espresso wakes the spirits, outside on the all-electric BMW, the BMW Wallbox does the job – the high-voltage battery is charged faster than a normal domestic socket outlet ever could. The My BMW App lets you keep an eye on the current charging status at all times. You and your electric BMW: Ready to go!

You've set the departure time has been set to 9.00 a.m. via the My BMW app – this means that the high-voltage battery and the interior are already optimally preconditioned when the journey begins. You also set your profile picture via the MY BMW App. As you approach the vehicle, you are greeted by "Great Entrance Moments", and the vehicle door is unlocked on approach using Digital Key Plus. You are welcomed by name with your profile picture displayed on the screen. All your personal settings are in place, so climb in and start the car – it doesn't get smarter than that. Quickly select the desired SPORT My Mode by voice using the BMW Intelligent Personal Assistant and off you go!

## 10:15 a.m.

BMW Maps shows another 85 km to your destination. The blue circle on the navigation map shows at a glance that the range is not sufficient to reach that point. Conveniently, Connected Charging immediately shows you possible charging stations on the way in the Control Display.

## 2.30 p.m.

The meeting was a complete success! Because the afternoon is free and you have your sports gear and running shoes with you, all it takes is a quick call to a friend whose home is on the way back and a jogging appointment has been made. Before you set off, you quickly connect your BMW and the high voltage socket at home using the Flexible Fast Charger – this way, the charger gets the maximum number of kilometres out of your spontaneous running meeting.

## 6:00 p.m.

Almost silently, the BMW rolls under the carport. The high-voltage battery still has enough power for many more kilometres – but tomorrow there's another long trip on the agenda. No problem: simply connect your vehicle to the BMW Wallbox. In addition to access to a host of charging functions and your charging history, you can also automatically supply your vehicle with energy in the most favourable period depending on the energy tariff and departure time. One thing is certain: an electric BMW will always remain a BMW, and another day full of high-octane driving pleasure awaits.

Some of the functions and equipment mentioned in the text are optional equipment and may require the presence of other equipment. The availability of equipment features depends on the vehicle model and may vary in different countries. Your local BMW Partner is available to provide further details.



Intelligent Personal Assistant design

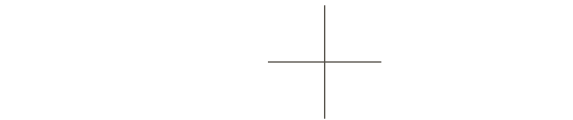
# THE HUMANISATION OF TECHNOLOGY

In the BMW iX, the Intelligent Personal Assistant is brought to life optically for the first time in the history of BMW. The BMW development team gives an insight into the development of this visual design. American Body Language Specialist Joe Navarro, who worked for the FBI for 25 years, explains how body language works and which of these findings are relevant for visualising artificial characters.

The new generation of the Intelligent Personal Assistant enters one's field of vision unobtrusively but effectively: A few illuminated white particles on the screen are activated by the driver's voice and can communicate emotions. This minimalist design was chosen from thousands of different designs that arose over the course of the years in BMW's design development.

"The crucial point in this project was the realisation that we should not approach the Intelligent Personal Assistant from the perspective of technology or design but from the perspective of real people and their non-verbal communication," says Jessica Covi, Experience Design Lead at BMW and member of the Intelligent Personal Assistant development team. "From this moment on, we started working with a three-dimensional moving design". The key character of the Intelligent Personal Assistant was inspired by a new-age Sherlock Holmes as played by Benedict Cumberbatch and the modern Q in James Bond (Ben Whishaw): "Always brilliant and resolute but a smile".

In the first in-house experiments, the team filmed some research participants with a 3D Kinect video camera who had to answer questions using body language. "We also had a white, animated box that had an inward movement and that followed and copied the body language of real people – one of many inspirations for the Intelligent Personal Assistant," says Jessica Covi.



Such behavioural mirroring is subtly effective. This is also confirmed by prominent American Body Language Expert Joe Navarro, an agent and supervisor at the FBI for 25 years. He has a plausible explanation for this: "There are a number of behaviour patterns that indicate that we are in a state of well-being. The brain is binary: we either feel well or we don't feel well. Humans had to develop like this – otherwise it would be too complicated to raise a baby. When we have a sense of well-being, our gestures tend to be softer and our facial muscles relax. We tend to smile more, turn towards the person we are speaking to and touch more with the palms of our hands. If we want to see all these behaviour patterns, we just need to observe the interactions between a mother and her baby or two lovers. A lot of well-being can be seen, a lot of mirroring. They also copy each other. The most noticeable is the relaxation of the facial muscles".

The BMW design team is also increasingly looking at this human system of behaviour. "We are developing into a new era of experience design where we deal with the aspect of the humanisation of technology," says Jessica Covi. "Technology is even better when it surprises. That's what we're working on".

BMW's user experience designers analyse every aspect of the customer journey and find out what is required how and when. The BMW driver and passengers should always have a sense of well-being. This includes an intuitive and natural interaction with the Intelligent Personal Assistant. "It is based on patterns of behaviour that do not have to be learnt from scratch but that are already there," says Jessica Covi. "We are therefore creating a system with a simple structure and inspiring process that invites finding out more". Body Language Specialist Joe Navarro has been linked to the BMW brand for more than 20 years, he says. He took delivery of another new white 5 Series BMW as recently as the beginning of this year.



The expert knows how to visualise virtual characters and provides consulting services on the animation of figures to major film studios such as Pixar. "The closer we get to the human experience, the better it is," he says. His concrete examples make it clear where the challenge lies in animation. "If I emphasise something, I raise my eyebrows – a behaviour that defies gravity. Artificial intelligence often does not capture something like that, neither does it capture the reward system between people. For example, when we get all well and enjoy the company of another person, we reward ourselves with a very slightly relaxed face. Our pupils enlarge and narrow. The closer you get to such – even just slight – body movements in the visualisation of artificial characters, the more convincing the human behaviour. Artificial intelligence sometimes does too much because it does not know that, in real life, people only move by a very few degrees". If it has been understood that people do not strive for perfection but a sense of psychological well-being, it is easier to win them over for something. The BMW design team has considered this in its thinking

around the visual design of the Intelligent Personal Assistant – although it came to these realisation by other means. Californian psychology professor Albert Mehrabian, who focused on the meaning of verbal and non-verbal messages in emotional communication, for example, was an important source of inspiration for BMW designers. It is even better that the experts agree, independently of each other.

Functions that process personal data are not available in the guest profile. This includes, among other aspects, selected navigation functions and saving favourites. Such functions can only be used if you are logged in with a BMW ID to store sensitive personal data protected by the BMW ID against unauthorised access. Further information on data processing can be found in the ConnectedDrive Data Protection Information/Service Descriptions.





## EUPHORIA THRIVES ON INNOVATION.

Explore a whole new world, but keep in touch with what makes you feel good: In unique combination with the digital design, the BMW iX provides the most emotional, personalised, and comfortable driving experience ever in a fully electric BMW. Experience high tech, perfectly tailored to your needs and always state-of-the-art. Digital intelligence

to make any journey safer and more enjoyable. A distinctive intuitive design aimed squarely at the driver's needs. Discover that special connection, both with and in your BMW iX.

■ The next generation **BMW iDrive** takes the relationship between you and the BMW iX to another level. Even as you approach the vehicle, the new system neatly bridges the gap between analogue and digital technology with the "Great Entrance Moments" feature. This allows the **BMW Operating System 8** in the vehicle to open a personal and proactive dialogue between you and the BMW iX, and broadens the horizons of your driving experience.

□ Never before has the connection between driver and vehicle been more direct and intuitive. The operating concept follows the holistic philosophy of providing any function and information as easily and conveniently as possible. Plain language as well as touch and gesture control are the top priorities. Physical buttons have been pared down to a relevant selection and are clustered in an innovative control centre in the free-standing centre console. The BMW Operating System 8 creates a whole new overall experience in the vehicle, tailored to your specific needs by allowing you to individually configure and immediately show your favourite content in all relevant display fields of the Control Display.





Technology becomes useful when it makes our everyday life more pleasant, more convenient and better – or, best of all, everything at once.

□ If the BMW Operating System 8 is the beating heart of any encounter with the BMW iX, the **BMW Intelligent Personal Assistant\*** is its soul. On call for you at any time, a simple "Hey BMW" or your chosen activation word is enough to open the assistant – no need for buttons! It controls the climate, plays music, or comes to your aid as a reliable expert providing invaluable information on the BMW iX. The BMW Intelligent Personal Assistant proactively helps to automate repetitive tasks and explain unused vehicle features. The integration of **Amazon Alexa**<sup>1, 2, 3, \*</sup> also allows you to use your favourite skills directly from the vehicle. In this way, any interaction with the BMW iX becomes the kind of special experience you'll want every time.



□ Setting the stage for an amazing experience: **BMW Live Cockpit Professional** has everything you need for a complete, and completely new, user experience. Intuitive, natural interaction between you and your BMW iX. The sweeping combination of a 12.3" instrument cluster and the 14.9" Central Information Display seems to float almost freely above the extensive instrument panel, and blends harmoniously into the neatly structured interior. All functions and information are then made available just when you need them, making every encounter between you and the BMW iX even more enjoyable, more human, and more unforgettable still.

WELCOME SCENARIO incl. SMART ACCESS + IOS - eSIM & 5G ready

□ The Personal eSIM\* forms the technical basis for perfect 5G mobile access from the vehicle – even with your own mobile network contract. Thanks to the vehicle antenna, you benefit from better reception when making calls via the Personal eSIM. A personal hotspot on board enables high-speed internet on the road using your mobile data volume.

■ Standard equipment □ Optional equipment

<sup>1</sup> An Amazon account is required for the integration of Amazon Alexa Car Integration.

<sup>2</sup> Amazon, Alexa and all associated logos are trademarks of Amazon.com, Inc. or its affiliates.

<sup>3</sup> Due to be available from end of 2022.

\* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at [www.bmw.de](http://www.bmw.de), in the price list or at your BMW Partner.





## EVERYTHING SAFELY UNDER CONTROL.

Technology precisely optimised for your requirements: the BMW iX is always at your side, providing reliable support even in challenging driving situations with a wide range of standard driver assistance systems. The extensive safety equipment includes Lane Departure Warning with lane return and Collision Warning with light braking function. In addition, extensive parking functions<sup>1</sup> such as Reversing

Assist Camera with Panorama View, Reversing Assistant and a Park Assist for parallel, perpendicular and confined parking bays are on-board as standard – everything to make you feel perfectly at home on every trip and able to confidently navigate every situation

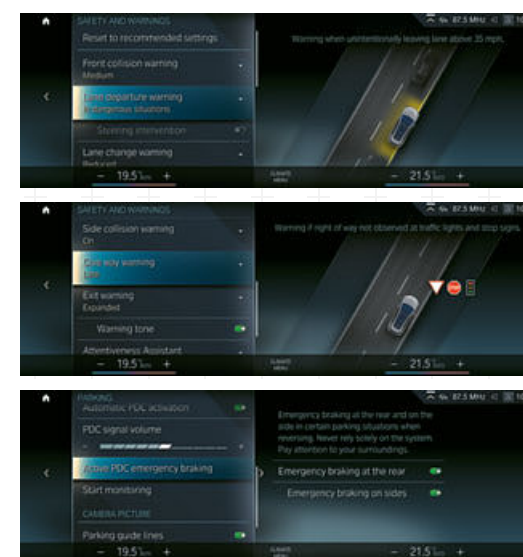
□ Parking Assistant Plus makes even parking the BMW iX pleasurable: in addition to the functions of the standard Parking Assistant, cameras in the radiator grille, in the exterior mirrors and in the tailgate make manoeuvring and parking easier. When driving again, the BMW Drive Recorder for instance records beautiful landscape stretches to later access them via Remote View 3D\* on the smartphone. A special safety feature springs into action when the anti-theft alarm is activated: photos of the vehicle surroundings are taken automatically and sent to the My BMW App.

□ The **Driving Assistant Professional<sup>2,\*</sup>** provides more comfort and safety for monotonous and unclear driving situations: apart from the functions of the Driving Assistant, it includes numerous other features to make your journeys even safer and more enjoyable. The **Active Cruise Control with Stop&Go function\*** including front collision warning with brake intervention maintains the desired speed up to a limit of 210 km/h and the set distance to the vehicle in front.

The **Steering and Lane Control Assistant with extended functions\*** supports you on long journeys by taking over the Cruise Control and steering functions providing a relaxed drive. The **Lane Change Assistant** performs the lane change independently to the desired direction very comfortably after activating the turn signal.

The **front and rear crossing traffic warning** supports you in unclear situations, such as narrow driveways or when entering or leaving a parking space when you brake your BMW iX before difficult-to-see crossing traffic.

One particularly clear feature: thanks to **Assisted View**, the operating principle of the individual driver assistance systems can be displayed as a 3D environment in the instrument cluster.



■ Standard equipment   □ Optional equipment

<sup>1</sup> The driver is responsible for constantly monitoring the automated parking procedure in accordance with local road laws.

<sup>2</sup> Function may be limited in darkness, fog or bright glare.

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## THE EXTERIOR DESIGN OF THE BMW iX.

A stroke, a word, a gesture – really great ideas get rid of the complicated stuff so that what really matters can shine through. The BMW iX and BMW iX with Sport package are the very embodiment of this ground-breaking approach. Characterised by sculptural and monolithic proportions, their exterior

design immediately draws everyone's attention. Every detail merges with the sculpture, which is drawn by a few lines. The result is an aesthetic that provides a simple answer to the complex question of unforgettable design.



“The BMW iX shows how we can  
give new technologies a very  
modern and emotional design.”

Adrian van Hooydonk  
Head of BMW Group Design



## THE FRONT DESIGN OF THE BMW iX AND BMW iX WITH SPORT PACKAGE.

The face of a new movement: what drives the BMW iX is more than its engine. Its design alone encapsulates the need to make mobility easier and more comfortable, and its front section, full of character, creates the sort of powerful presence and dynamics rarely seen in a vehicle.

■ Its monolithic and sculptural design principle is already expressed in the front, which has a strong character: at the centre is the vertical double kidney grille, whose closed characteristics signpost the innovative drive, as do accents on the indicated air inlets. A strongly three-dimensional bonnet stretches

over it, flanked by particularly slender headlights – a front view that combines dynamism and powerful presence in an unseen way with a great deal of sensitivity.

□ The front design is particularly fascinatingly modern with the sports package. Closed triangular elements emphasise the confident width of the BMW iX. The dynamic trapezoidal shape of the central design element additionally underlines the overall sporty effect.



### SCULPTURAL BONNET.

■ The sculpturally shaped bonnet surrounds the kidney, seamlessly encloses it at the top and continues it like a turbine underneath – which, in conjunction with the narrow headlights, gives the front end power and dynamism.

### MODERN HEADLIGHT DESIGN.

■ The narrowest headlights ever mass-produced by BMW symbolise the digital intelligence of the BMW iX. The daytime running light has a two-dimensional graphic design and underlines the monolithic design language of the vehicle.

■ Standard equipment □ Optional equipment

The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at [www.bmw.com](http://www.bmw.com) or at your BMW Partner.





## THE SIDE DESIGN OF THE BMW iX.

Icon of a new self-confidence: Within clearly defined proportions, tightly modelled surfaces form a powerful vehicle body. A deliberate reduction of character lines and fully integrated flat door openers allow the design language of the BMW iX to take maximum effect - little, but effective is the principle here.

■ The vehicle body tapers towards the rear, creating an elegant, dynamic silhouette. The wheel arches, on the other hand, are framed by striking rectangular contours, which as a self-confident graphic element cite the wheel arches of the first BMW X models.

In between, an accent strip runs along the vehicle – a magnet for attention that also alludes to the innovative battery technology in the vehicle floor.

□ The Sport package makes the athletic character of the BMW iX even more exciting. Thanks to the high-gloss black painted side skirts and exclusive 21" or 22" rims, the side view is excitingly different and even more dynamic.

### DOORS WITH FRAMELESS WINDOWS.

■ For the first time in a BMW X model, the doors are completely frameless. This creates a flush side graphic from the A to the D-pillar, provides maximum support to the new pared-down design, and gives you a fantastic feeling just stepping into the BMW iX.

### INTEGRATED SIDE MIRRORS.

■ For the first time, side mirrors are integrated into the well strip: the mirror base seems to flow from the strip to border the side mirror from below.

### ELECTRIC DOOR OPENER.

■ Integrated over the entire surface and inlaid flat: Together with the frameless doors, the new electric door opener create an almost flush side view that is both modern and dynamically elegant. An accent strip around the handle shaft provides a high-quality and exclusive highlight.

■ Standard equipment □ Optional equipment

The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at [www.bmw.com](http://www.bmw.com) or at your BMW Partner.



“The monolithic design with few but clear lines is full of character and makes the vehicle look powerful. The BMW iX is robust yet clean and elegant.”

Domagoj Dukec  
BMW Design Head



## DESIGN ELEMENTS IN TITANIUM BRONZE.

□ How to draw attention: brackets in Titanium Bronze and folded down are a striking indicator of quality, accentuating the self-assured width of the vehicle when viewed from the rear. Combined with the Sport package, the diffuser insert at the rear gleams in high-gloss sporty Black.

## NARROW REAR LIGHTS.

■ The very narrow tail lights are made in one piece and therefore look very modern and clear. They extend far into the rear for maximum width effect. With their modern interpretation of the L-shape and a strongly contoured surface work, they have an unmistakable effect. Especially at night, the graphic lighting of the BMW iX is a visual experience.



## THE REAR DESIGN OF THE BMW iX AND BMW iX WITH SPORT PACKAGE.

The striking, dynamic rear end gives the BMW iX a fitting finish: Without distracting small details, the modelled, generous surface work appears particularly high-quality and expressive.

■ A flared shoulder area emphasises the self-assured stance of the BMW iX. This effect is further underlined by the single-part rear lamps – the slimmest, most streamlined lamps ever to have been fitted by BMW. The tailgate extends across the entire width of the rear section – without any dividing lines – and gives the monolithic design principle a fascinating appearance.

■ In the rear apron itself, colour-contrasting elements set a visual benchmark for the innovative drive concept of the BMW iX: design that makes substance visible gives the BMW iX its unforgettably modern appearance.

□ The sheer pleasure of hitting the road is deeply ingrained in the design DNA of the BMW iX: with the sports package, the bumper shows a fascinatingly independent geometry. Here, the diffuser elements are painted in body colour and underline the sporty, wide appearance of the rear.

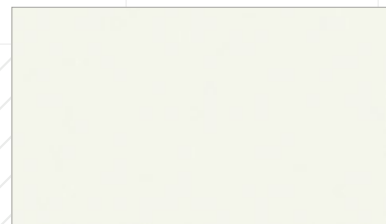


## MORE THAN COLOUR: EMOTION.

The exterior trim of the BMW iX draws all the attention in nine fascinating colours with accents in Titanium Bronze, Black solid high-gloss or BMW i Blue. From classic-elegant to dynamic-sporty,

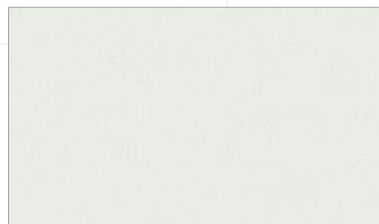
each nuance highlights another facet of its unique character – for a look that captivates anew at every encounter.

### SOLID



■ Non-metallic 300 Alpine White

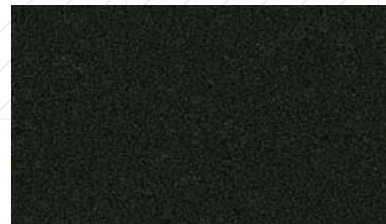
### METALLIC



□ Metallic A96 Mineral White<sup>1</sup>



□ Metallic A90 Sophisto Grey Brilliant Effect



□ Metallic 475 Black Sapphire

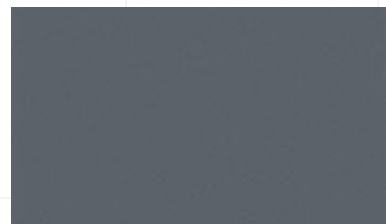


□ Metallic C35 Blue Ridge Mountain

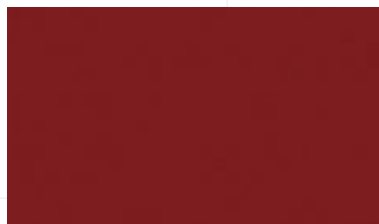


□ Metallic C1M Phytionic Blue

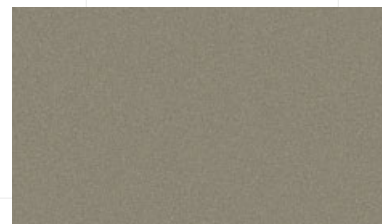
### BMW INDIVIDUAL



□ BMW Individual C3N Storm Bay metallic<sup>1</sup>



□ BMW Individual C57 Aventurine Red metallic<sup>1</sup>



□ BMW C4A Oxide Grey metallic<sup>1</sup>

■ Standard equipment   □ Optional equipment

<sup>1</sup> Only available for M60 or in conjunction with the Sport package.

<sup>2</sup> Not available in conjunction with Sport package.

**[Colour samples]** These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience

has shown that printed versions of paint, upholstery and interior trim colours cannot in all cases faithfully reproduce the appearance of the original colour. Please discuss your preferred colour choices with your BMW partner or in your dealership. There you can also see original samples and be assisted with special requests.



■ Elements in the signature colour Blue set a focused accent that refers to the innovative drivetrain.<sup>2,\*</sup>



□ The Shadowline<sup>2,\*</sup> with its exterior in Black high-gloss gives the vehicle an even more athletic and elegant character in the basic version.



■ The Sport package and the M60 include design applications in Black high-gloss such as the side accent trim strips and door handles.



□ In the BMW Individual Exterior Line Titanium Bronze, trim elements in Titanium Bronze give the vehicle an unmistakable, luxurious appearance.



□ The BMW Individual Exterior Line Titanium Bronze gives the iX a luxurious appearance. In the Sport package and in the M60, details such as the kidney graphic, lower side window graphic including exterior mirror base, door handles and model badge at the rear are finished in Titanium Bronze.

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# SHY TECH.

Stylish minimalism meets cutting-edge technology

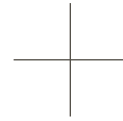


The BMW iX combines the most innovative technologies used today in vehicle production. At the same time, it follows a design philosophy that emphasises people and their need for convenience, clarity, and simplicity. How can these needs be reconciled? The answer lies in advanced "Shy Tech" technology, which displays features when needed but otherwise keeps them in the background.

The interaction of high-tech and comfort creates a life-enhancing space, the guiding principle of the designers of the BMW iX. Inspired by the trend of boutique hotels, the vehicle is designed both inside and out with the needs of the driver and passenger firmly in mind. These needs have also led to the development of completely new solutions for functional elements.

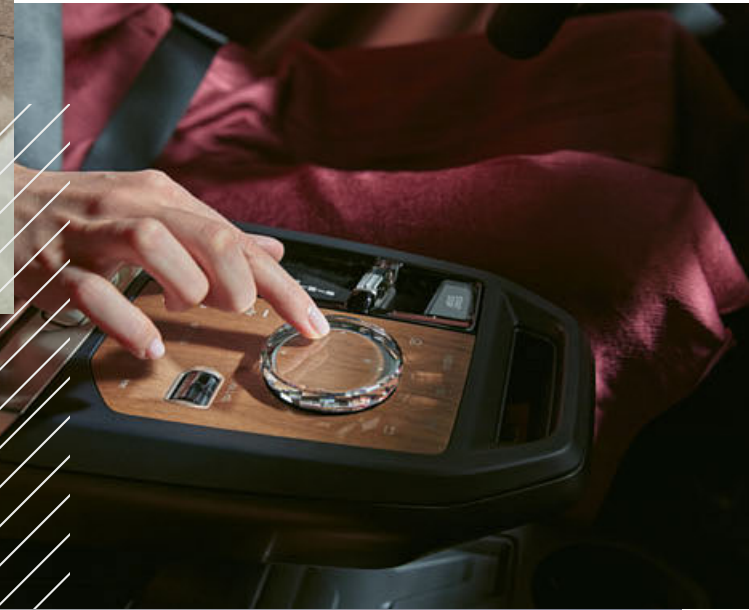
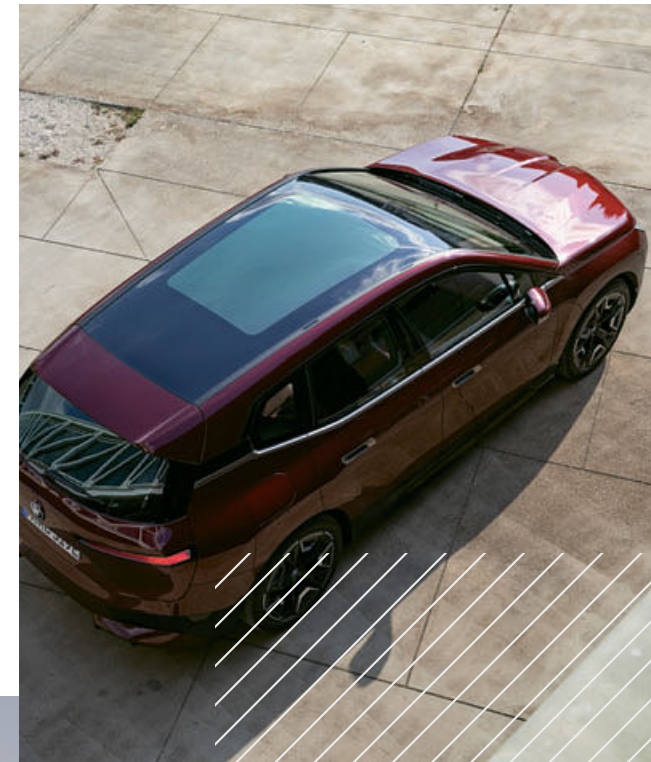
"If you're looking to create a warm, intimate atmosphere, classic buttons, switches, and covers simply look out of place," says Matthias Junghanns, Head of Interior Design BMW i. "The key concept here is Shy Tech, which describes design solutions that only reveal and allow certain technologies in the vehicle to be used when the driver and other occupants actually need them."

Whereas centre consoles in conventional vehicles tend to house a plethora of buttons and switches, a glance at the BMW iX brings out harmonious surfaces and fascinating lines. Most functions are controlled digitally. A few elegantly designed buttons and switches serve as functional and visual highlights, for Shy Tech doesn't mean you miss out on features, but relies on a harmonious blend of aesthetics and smart functionality to provide them.



The best example of this is the largest ever Sky Lounge panoramic glass sunroof ever fitted by BMW, featuring electrochromatic tinting. Its glass can be set to clear or opaque at the touch of a button. This means no more headliner, which not only gives the feature a particular elegant look, but also creates more headroom.

This approach of putting the customer's needs first is followed not only in the interior but also extends to the exterior, for example, in the iconic BMW kidney grille. "Because the kidney grille no longer performs a radiator function due to the purely electric drive, it plays the role of an "intelligent surface" in the BMW iX by seamlessly integrating sensors for assisted driving and defining the self-assured face of the vehicle," explains Dirk Müller-Stolz, Head of Exterior Design BMW i. Even everyday functions show their best side: this is why the flap for refilling the screen wash water is located underneath the BMW emblem on the bonnet. The function here has also been integrated into the design in create a modern sculpture which makes the everyday routine easier for the driver.





## THE INTERIOR DESIGN OF THE BMW iX.

Living space. Favourite place. Playground for the senses. Absolute well-being is the maxim that becomes reality in the BMW iX through an innovative design philosophy. The inspiration from fine boutique hotels is as tangible as the endeavour to create an oasis of attentiveness and tranquillity in the midst of

everyday life through the generosity of space and surfaces. Selected intelligent functions and intuitive technologies create fascinating design highlights, but otherwise blend discreetly with an interior that makes a clear statement: In this future, you and your needs will be the absolute focus.



“We have designed the BMW iX as a mobile space to enhance your quality of life. In other words, a new 'favourite place' in which to relax and feel at ease.”

Domagoj Dukec  
BMW Design Head





## MODERN FEEL-GOOD ATMOSPHERE IN THE BMW iX AND BMW iX WITH SPORT PACKAGE.

The frameless door opens. The fascination begins: from the moment you get in, the BMW iX conveys a completely new sense of space, inviting you to drive actively and feel at ease. Light floods the interior

through the large panorama glass roof. The result is an ambience inspired by modern boutique hotels.

### PANORAMA GLASS ROOF SKY LOUNGE.

□ A vision of light, air and space: The continuous panorama glass roof Sky Lounge\* floods the interior with sunlight and creates an inviting, friendly atmosphere that combines the interior and exterior. If required, the glass becomes opaque – without a sliding roof lining.

### PLENTY OF LEGROOM.

■ Plenty of space - even for the legs: With no central tunnel in the area under the instrument panel, the entire interior not only looks particularly spacious, but also offers plenty of legroom and even a comfortable way to get to the adjacent seat.

### SEATS WITH INTEGRATED HEADRESTS.

□ Lean back into a world of comfort and elegance: The highly comfortable seats of the BMW iX are harmoniously crowned by an integrated headrest which, thanks to a black breakthrough, has a particularly modern and light appearance. In combination with the interior designs 'Loft' and 'Suite', the breakthrough in the fine colour of gold bronze sets a particularly attractive accent.



### LOUNGE-LIKE REAR.

■ Up to three people will find ample space and room on the wide seat. The absence of the central tunnel and a completely flat interior floor create increased legroom, making every journey even more comfortable. The pleasant upholstery with its distinctive diagonal quilting extends all the way to the doors, and the outer seats have integrated headrests - everything for a very special lounge feeling, even in the rear.

■ However, what the designers at BMW have left out has at least as great an effect: With no central tunnel, you are surrounded by a feeling of inviting freedom of movement even in the cockpit, which extends into the lounge-like rear. Buttons and operating elements have been reduced to the bare essentials and fit harmoniously into an interior that radiates peace, security and clarity. Discover your new favourite place: in the BMW iX.

■ In a design of clear lines and generous-sized surfaces, highlights such as the free-floating centre console, reminiscent of an elegant coffee table, or the virtually free-standing BMW Curved Display catch the eye. Highly comfortable, newly designed seats with slim proportions and their sustainable materiality further emphasise this ambience.

■ Standard equipment □ Optional equipment

\*The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at [www.bmw.com](http://www.bmw.com) or at your BMW Partner.



## THE COCKPIT OF THE BMW iX.

Inspiringly versatile interpretations for the future: In the BMW iX, design and technology merge into an experience that is more than the sum of its parts. Even the intuitive interaction with the vehicle via speech, gestures or touch is a source of pleasure. Each control element, concentrated on its essential function, blends seamlessly into the overall concept - or creates wow-effects through a combination of well thought-out function and fascinating form, making every ride unique anew.

□ For example, the frameless BMW Curved Display stands almost free-floating on the slim and flat instrument panel like a work of art in a gallery. Together with the BMW Head-Up Display, which is harmoniously and almost invisibly integrated into the dashboard, it forms the visual focus: all information and functions of the BMW iX flow into the display, orchestrated by the continuously developed BMW iDrive with the intelligent BMW Operating System 8.

■ But highlights such as the iconic steering wheel – the first time in BMW history that it has been designed in hexagonal form - or the innovative control centre in the free-standing centre console also make the principle of intelligent reduction visible and tangible in every detail.



### DISPLAY UNIT WITH BMW CURVED DISPLAY.

■ The BMW Curved Display floats almost freely on the spacious instrument panel. Consisting of the 14.9" Central Information Display and the instrument panel in 12.3", the one-piece unit is the next generation of the human-machine interface. The BMW Curved Display fascinates with its information display perfectly designed for the driver and ergonomically optimised, intuitive operation by voice, gesture or touch.

### HEXAGONAL STEERING WHEEL.

■ A firm grip on the future: For the first time in the history of BMW, the BMW iX is steered by a hexagonally shaped steering wheel. The racing-inspired contour of the steering wheel optimises entry and seating comfort as well as the view of the BMW Curved Display, thus visually signalling the start of a new era.

### NEWLY DESIGNED GEAR SELECTOR SWITCH.

■ A modern toggle switch replaces the classic gear selector switch and thus consistently follows the idea of intelligent reduction. All important and intelligently arranged control functions on the centre console can thus be operated intuitively and conveniently.

### CENTRE CONSOLE CONTROL PANEL.

□ The centre console radiates a genuine feel-good atmosphere. It stands freely between the front seats and spreads the aura of an exquisite piece of furniture. Selected operating elements such as the toggle switch, the central control unit and the audio roller attract attention. The centre console looks particularly elegant in combination with the Clear & Bold equipment: Here your fingers glide gently over the finest open-pored walnut wood and many controls in cut crystal glass.

■ Standard equipment □ Optional equipment

<sup>1</sup> The information in the BMW Head-Up Display is not fully visible when viewed through polarised sunglasses. Content shown will depend on the equipment options chosen. Further optional equipment is required to display specific items.

The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at [www.bmw.com](http://www.bmw.com) or at your BMW Partner.





### THE INTERIOR DESIGN ATELIER.

■ In addition to the **Oyster** colour, the Atelier interior design also offers a choice of black and mocha. Its elaborate seam pattern and a combination of perforated and non-perforated areas in its vegan synthetic leather create a modern, premium atmosphere.



### THE INTERIOR DESIGN SUITE.

□ The interior design suite uses the finest olive leaf tanned natural leather in the colours **Castanea** or **Amido** not only on the seats but also on the instrument panel, the door trim panels and the centre console. Accent components and operating elements in elegant Gold Bronze harmoniously round off the luxurious character of this interior design.



### THE INTERIOR DESIGN LOFT.

□ The combination of cloth and microfibre in the Loft **Stone Grey\*** interior design create a visually modern and pleasantly textured atmosphere. Contrast stitching in the seats and door trim panels as well as accents and operating elements in Gold Bronze provide premium highlights.

■ Standard equipment   □ Optional equipment

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Sustainability in focus

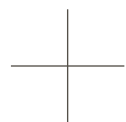
# THINK ABOUT THE END FROM THE START



Sustainable materials play an ever greater role in BMW interior design. Daniela Bohlinger, Head of Sustainability BMW Group Design, met Giulio Bonazzi, CEO of the Italian company Aquafil, at the site in Ljubljana. The plant produces ECONYL® yarns from recycled fishing nets and other nylon waste.

The fishing nets, which Giulio Bonazzi spreads out across the large table in his conference room, are so clean that you could be forgiven for thinking they were new. "We use a multi-step process to clean the nets and bring them along with other nylon waste to our chemical plant, where they are broken down into their chemical components," explains the Italian yarn manufacturer. The process yields pure ECONYL® nylon granules, which have precisely the same composition as standard crude-oil-based nylon. What's more, once the products manufactured from ECONYL® reach the end of their useful life, they are recycled, regenerated, and processed once more to create new products. "This can be repeated as many times as we like," says Bonazzi. "That is what I call true sustainability."

BMW also uses ECONYL® yarns, for example, to produce material for headliners and floor mats in the BMW i3, the new BMW iX, and other models. For Daniela Bohlinger, Head of Sustainability in Design at BMW, this is the logical consequence of an increased awareness of environmental issues which plays a growing role at BMW. "It was important for us to be able to use a recycled material as a basis for these products. ECONYL® nylon, which is obtained from fishing nets and other nylon waste, has excellent properties for our purposes, comes in a great range of colours, and is popular with designers for its versatility, as it goes without saying that even a product made from recycled material has to look flawless and must have outstanding characteristics."



Yet the openness to recycled material displayed by luxury brands still has its limits, says Giulio Bonazzi, though these barriers are beginning to come down. Alongside BMW, examples of companies now using ECONYL® nylon for their collections include Prada and Gucci. Compared with crude oil-derived nylon, production of the recycled material emits 90% less CO<sub>2</sub>.

Some of the discarded fishing nets are salvaged from the oceans by divers, "that is the most emotive part of this whole process," says Giulio Bonazzi. "This is the main purpose of The Healthy Seas, an NGO set up by Aquafil and two other parties in 2013 to increase awareness of the problem of discarded fishing nets in the sea." Yet many of the nets recycled by Bonazzi's company, Aquafil, in Slovenia, come from fish farms around the world. Aquafil collects these raw materials in two warehouses of 15,000 square metres each in Ljubljana. Here they are cleaned and strapped to pallets. Other nylon waste, including old carpets, fabric remnants, or plastic parts, is also stored in these facilities. All this is then regenerated in the chemical plant to produce brand-new ECONYL® nylon. The recycling process in the plant can be difficult to follow for the layperson, as most of the chemical separation and melting processes run unseen within a complex system of tanks and pipes running through the plant.

First, we have to look at how waste is handled: fishing nets, for example, are chopped into small pieces and fed into a large tank via a moving conveyor. But at the next station one level up, where some of the material becomes visible outside the silver-coloured pipes, it is already in the form of snow-white plastic granules. Finally, the material is fed through spinneret plates, spun into an endless flat thread, and then wound onto large-scale spools.



Another area of the plant packs very large white, jet black, red, and blue spools of yarn onto roller conveyors.

As a pioneer of this recycling technology, Giulio Bonazzi operates the only plant in the world to manufacture ECONYL® nylon yarn from waste. His product can be recycled any number of times without affecting its quality, because it's a closed cycle. "Generally speaking, the automotive industry is also heading in this direction," says Daniela Bohlinger. "Right from the start, we think carefully about the entire product lifecycle and increasingly use materials that can be recycled at their end of life and used for other purposes."

The investment in emission-free drivetrains and the economical use of materials will assist in the targets of the Paris Climate Treaty being reached. "Our CEO, Oliver Zipse, has made a firm commitment to meet these targets," reiterates Daniela Bohlinger. "We are in the process of developing a clear strategy to achieve this ambitious goal by 2030."

Giulio Bonazzi has his own ideas about what it means to make such changes in the industry. "If I'd ever realised how difficult it would all be, I certainly wouldn't have gone through with it," says the entrepreneur, who labels himself as a "crazy guy", with a wry smile. On a tour of the factory, he

shows Daniela Bohlinger an example of the type of problems he has to contend with: "When we recycle the fish farming nets, we need to remove the copper oxide coating that is used to protect these nets against algal growth. Copper oxide is not compatible with nylon, as it has caused a lot of problems during the chemical process. Some years ago we developed a special method of removing copper oxide from fish farming nets. Another challenge relating to these nets is that of transport, as once a fish farming net reaches the end of its useful life, it is considered special hazardous waste, and the transport of waste in general is highly problematic."

For someone wishing to play an active part in ridding the world of pollutants, it is difficult to understand why the import of contaminated waste material into a country for recycling is not permitted. But in the end, recalls Giulio Bonazzi, he managed to persuade the authorities. The nets, still with their cupric coating, now lie here in the plant, ready for a second, more benign existence as a turquoise bathing suit, a white designer chair, or a stylish black floor mat in a BMW.





## CONSUME LITTLE, ACHIEVE EVERYTHING: SUSTAINABILITY.

Sustainability is in the DNA of BMW, long before the driving pleasure begins. From the selection and processing of raw materials, through the actual production in our plants, to recycling: BMW is

constantly developing electric mobility to keep the ecological footprint as small as possible. This makes driving all the more enjoyable – even for our future generations.

### SUPPLY CHAIN CONTROL.

**Sustainability starts in the mind and has a wide reach.** At BMW, sustainability can be felt in all business areas – and involves much more than just saving CO<sub>2</sub>. From the procurement of raw materials to the production of electric vehicles and the recycling of a BMW, **our goal** is to follow the path towards a sustainable automotive future step by step.



#### Sustainability, from the very first step.

This is where it all begins: Raw materials. Even their procurement is an important component of sustainable production. That's why BMW is taking a very close look here: Are all human rights comprehensibly observed? Are environmental and social standards observed? Not only do we select our suppliers and producers particularly critically, we also become active ourselves in projects and measures to improve the working conditions of the people involved in the procurement of these raw materials.



### VEHICLE PRODUCTION.

**100% REGENERATIVE ELECTRICITY FOR 100% DRIVING PLEASURE.** Sun, wind and innovative technologies: By using green electricity from renewable sources, BMW also minimises the amount of emissions

and CO<sub>2</sub> when manufacturing vehicles. Three plants have made a start here – since 2020 BMW only uses electricity from renewable sources.

Leipzig plant



The agile BMW iX is built in the halls. In front of them, four 190-metre-high wind turbines turn, generating 25.9 gigawatts of electricity from wind power in 2020. The electricity is also fed to the BMW battery storage farm, which has been in operation since 2017 and networks up to 700 BMW iX batteries.

Shenyang plant, China



Where the flexible BMW iX3 sees the light of day, the sun shines down on the BMW Group's most powerful photovoltaic system and produces over 15 megawatts of electricity – more than enough to make a BMW i3 drive around 7 million kilometres.

Dingolfing plant



The largest BMW plant in Europe operates in a particularly sustainable manner: The company's own cogeneration plant generates electricity and heat at the same time and covers around 50 percent of energy requirements. The rest also comes 100 percent from renewable energy sources.



# THE MATERIAL CYCLE OF A BATTERY CELL.

A battery cell goes through four stages of life in an electric vehicle: Development, use in the vehicle, second life, and battery recycling. We accompany

battery cells on their journey from their development in the BMW Group Competence Centre to their recycling.

Developing the battery cell technology of tomorrow: in the Battery Cell Competence Centre in Munich, the BMW Group searches for the ideal chemical composition for electrodes in a battery cell.

We can compare the development process of a lithium-ion battery cell with baking a cake. The cell chemistry is the recipe, while the four ingredients are the four components: the cathode, anode, separator, and electrolyte.

The battery cells are assembled into battery modules and the individual battery modules into batteries. The key phase in a battery's life now begins, namely its use in the vehicle.

Even when the battery in the vehicle has reached the end of its useful life after many years, it is not the end for the batteries by any means. In the Leipzig plant, for example, BMW i3 batteries are used for the temporary storage of power. This second life use means that the battery cell can be used for another ten years on average as an energy store.

After the battery cells are shredded, their raw materials can be recycled. The BMW Group develops the recycling of secondary raw materials in the Battery Cell Competence Centre. The battery cell's lifecycle is then complete, ready to begin again.

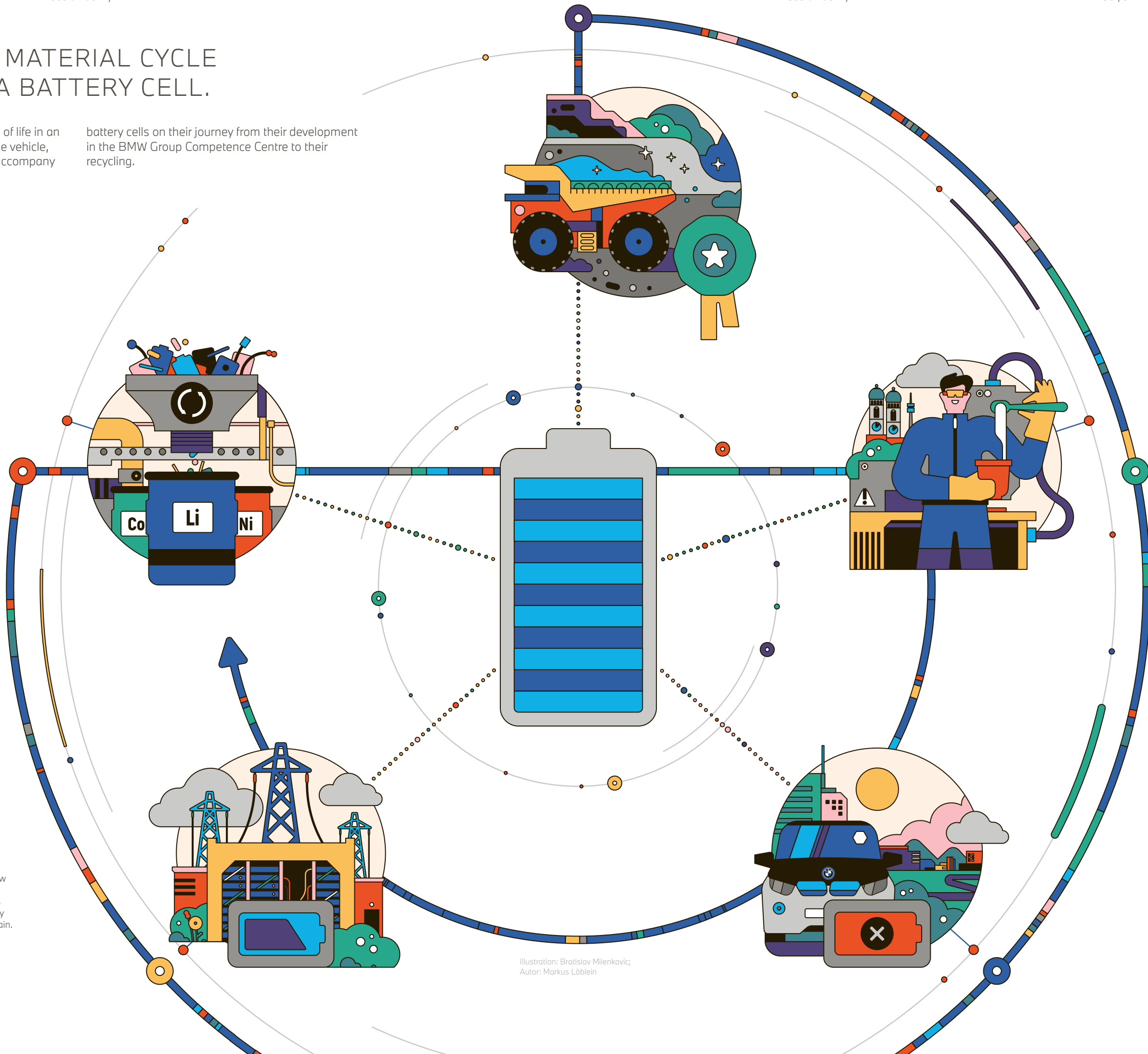


Illustration: Bratislav Milenkovic;  
Autor: Markus Löhlein



# WELCOME TO THE BMW GROUP PLANT DINGOLFING.

At present, the largest European BMW production site assembles around 1,300 vehicles daily, but the areas outside the halls are also a hive of activity and production with up to 500,000 bees producing honey and adding to the location's rich biodiversity.

The north side of the BMW Group Plant Dingolfing on a sunny morning: vehicles constantly accelerating, changing gears in a split second, decelerating – this is the plant's test track, used daily to test the BMW models. Ears that are attuned to the sound can pick out petrol and diesel models. Now and then a low hum can be heard, combined with tread noise, as a pre-series model of the fully electric BMW iX is put through its paces. The groundbreaking Sports Activity Vehicle (SAV) will roll off the assembly lines here from 2021.

In contrast, the scene on the east side of the premises is quite idyllic, a biotope created by BMW itself. Aquatic plants, flowering shrubs, and an integrated stone plateau create the perfect conditions for insects

such as dragonflies and pond skaters to thrive. Frogs, newts, slow worms, and grass snakes also feel at home in this ideal habitat for a vast range of organisms. While around 17,000 employees work in the plant to assemble a range of models from the BMW 3 Series to the 8 Series, up to another half a million "workers" inhabit the grounds outside, as 13 species of bee have made their home on the company premises, all watched over by a BMW employee, an expert who also sits on the management committee of the Dingolfing Beekeepers' Association.

The bee colonies are just one of the many steps taken by BMW to support biodiversity. Scores of fruit trees have been planted, while grassed areas have been transformed into flower beds and wildflower meadows. In total, 100 nesting boxes and insect

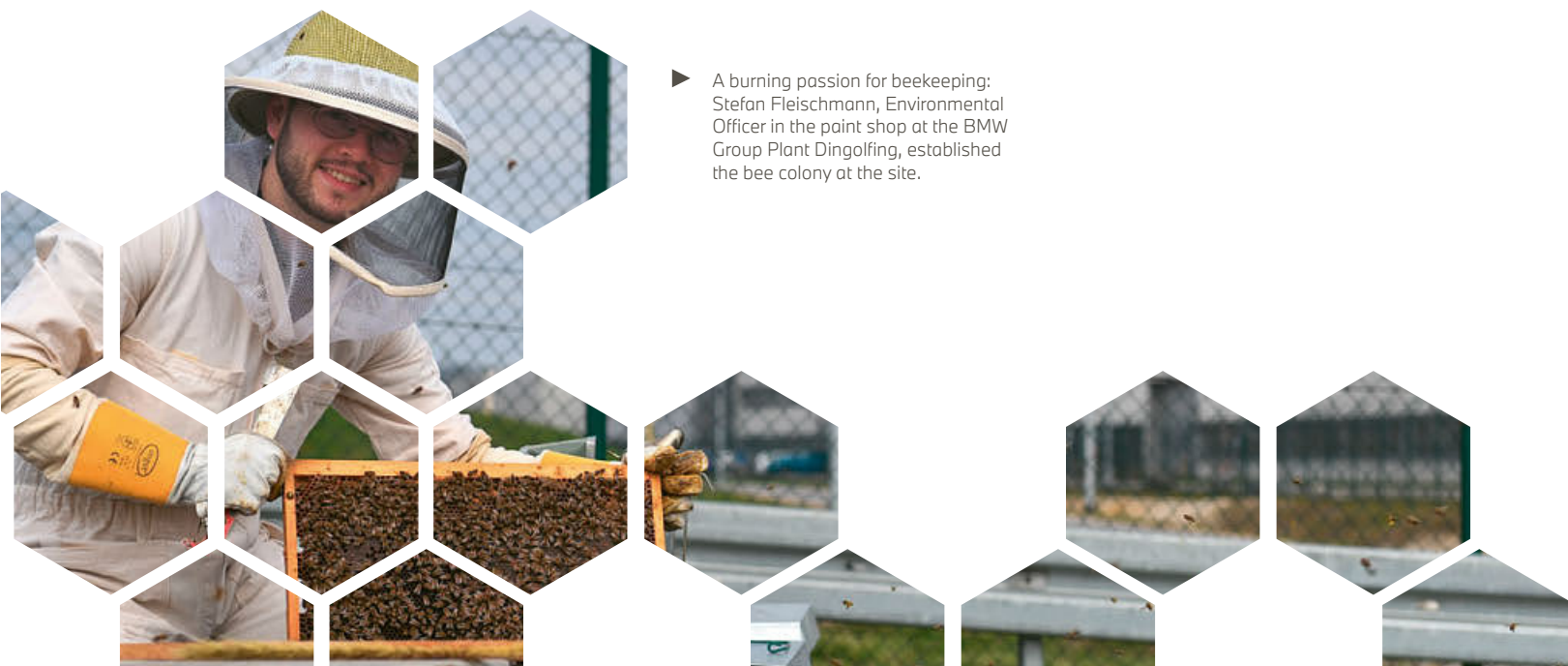
hotels have been added. These were presented to the Dingolfing plant by Landshuter Werkstätten and make a vital contribution to the success of this environmental project. Yet it is not only insects and small birds that take advantage of this new habitat, as perches for birds of prey are also dotted around the grounds. Buzzards, falcons, and hawks use the five metre high structures as a spot to which they can retreat and observe their prey. This helps maintain a well-balanced food chain. The basic concept of existing in harmony with nature is evident in many places around the company premises. Green roof systems adorn a number of buildings. Planted with flowering stonecrop, they offer more than just a home for insects. This greening helps during heavy rain, as the rainwater is absorbed by the roof's substrate layer. It also helps temper

► 13 bee colonies support biodiversity at the site, and produce delicious honey.

the building's climate in both summer and winter: Evaporation on warm days produces a cooling effect, while in cold weather, the improved insulation has a positive impact on energy efficiency.

The BMW Group Plant Dingolfing is therefore not only a pioneer of future technologies and future-proof workplaces with the fully electric BMW iX, but is also creating ecological habitats on the site. This is how the Lower Bavarian plant continues not only to honour its commitment to sustainable use of energy, water, and air, but also to increased biodiversity. The bees are of course oblivious to all this as they fly from flower to flower, producing their honey from the "Dingolfing Hive".

► A burning passion for beekeeping: Stefan Fleischmann, Environmental Officer in the paint shop at the BMW Group Plant Dingolfing, established the bee colony at the site.





BMW iX		xDrive40	xDrive50	iX M60
Total vehicle drive				
Drive type		Battery, electrical	Battery, electrical	Battery, electrical
Power	kW (hp)	240 (326)	385 (523)	455 (619) <sup>8</sup>
Maximum torque	Nm	630	765	1100 <sup>9</sup>
Transmission		Automatic	Automatic	Automatic
Drive type		All-wheel drive	All-wheel drive	All-wheel drive
Driving performance				
0–100 km/h	s	6.1	4.6	3.8
Top speed	km/h	200 <sup>6</sup>	200 <sup>6</sup>	250 <sup>6</sup>
Consumption <sup>2</sup>				
Consumption, electrical, combined (WLTP) <sup>3</sup>	kWh/100 km	21.1-19.3	21.6-20.0	24.5-21.9 <sup>5</sup>
Electric range (WLTP) <sup>4</sup>	km	394-429	585-626	502-561 <sup>5</sup>
Battery type/energy content	kWh	Li-Ion/71	Li-Ion/105.2	Li-Ion/105.2
Charging time AC <sup>7</sup> /max. Charging power AC	Hours/kW	7:15 (0–100 %)/11	10:45 (0–100 %)/11	10:45 (0–100 %)/11
Charging time DC <sup>7</sup> /max. Charging power DC	Hours/kW	0:31 (10–80 %)/150	0:35 (10–80 %)/195	0:35 (10–80 %)/195
Dimensions/weight				
Length/width/height	mm	4953/1967/1696	4953/1967/1696	4953/1967/1696
Wheelbase	mm	3000	3000	3000
Unladen weight <sup>1</sup>	kg	2440	2585	2659
Luggage capacity	l	500–1750	500–1750	500–1750

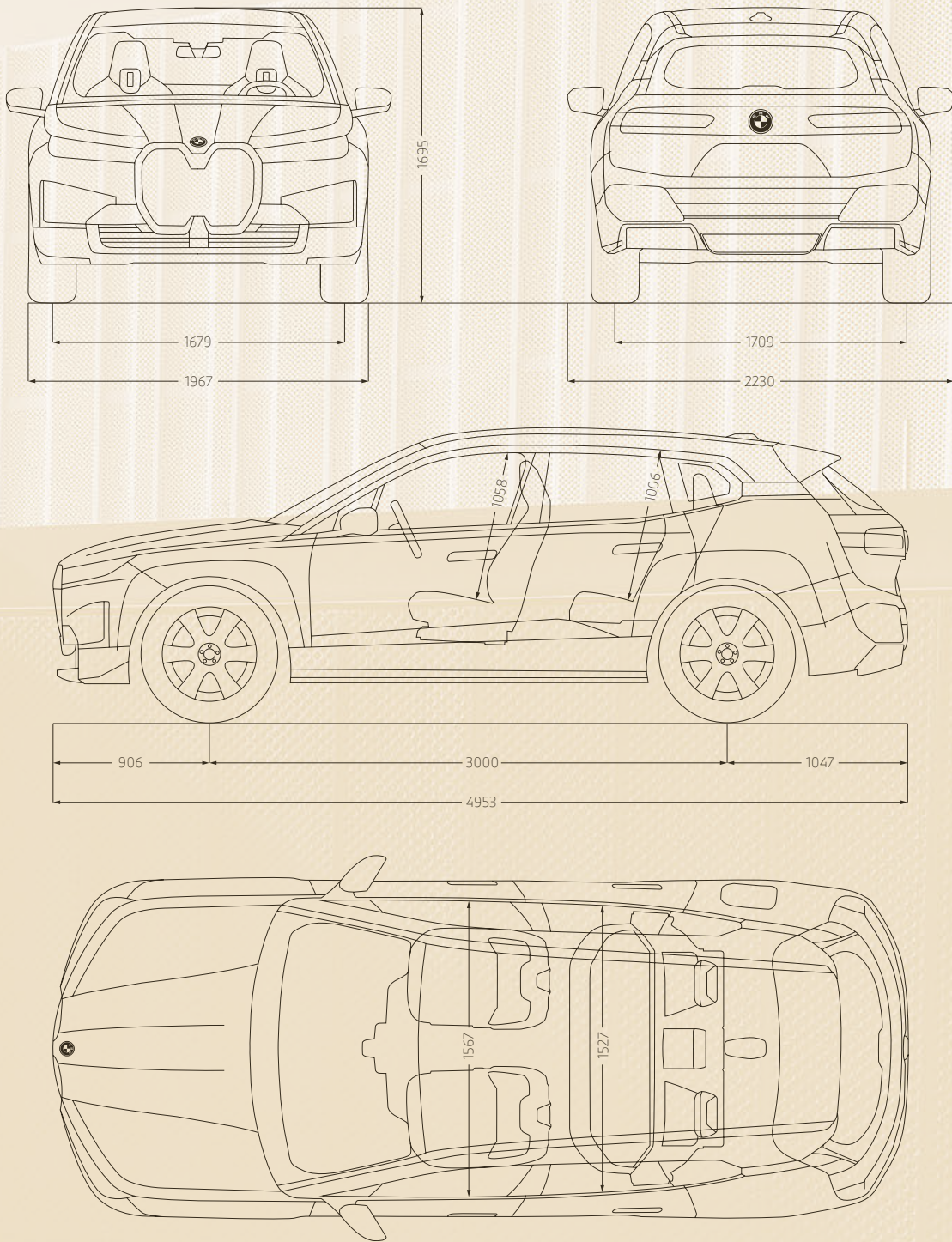
The dimensions in the technical drawing are in millimetres and may vary depending on the model and equipment.

<sup>1</sup> The figures quoted are based on a driver weight of 75 kg. Unladen weight applies to vehicles with standard equipment. Optional equipment may affect the weight of the vehicle, the payload and the top speed if the equipment has an impact on the vehicle's aerodynamics.

<sup>2</sup> Official data for power consumption and electric range was determined in accordance with the prescribed measuring procedure and corresponds to European Regulation (EU) 715/2007 in the applicable version. For ranges, data determined as per WLTP takes into account any optional equipment (available on the German market in this case). For vehicles that have been newly type approved since 1 January 2021, only the official data according to WLTP exists. For more information about NEDC and WLTP measuring procedures visit [www.bmw.com/wltp](http://www.bmw.com/wltp)

<sup>3</sup> The combined energy consumption depends on the selected wheel and tyre sizes.

<sup>4</sup> Range depends on various factors, in particular: individual driving style, route characteristics, outside temperature, heating/air conditioning, pre-conditioning.



<sup>5</sup> Forecast value based on the previous development status of the vehicle.

<sup>6</sup> Electronically limited.

<sup>7</sup> Dependent on the local electricity infrastructure.

<sup>8</sup> Electric drive up to 397 kW, with temporary power boost <10 seconds up to 455 kW.

<sup>9</sup> Electric drive up to 397 kW, with temporary power boost <10 seconds up to 455 kW; maximum torque of 1015 Nm in My Mode Sport or 1100 Nm with Launch Control activated.



## SUSTAINABILITY, TANGIBLY EFFECTIVE.

Sustainability has many facets – and each one of them is important. For this reason, the printed product that you hold in your hands is printed on NAUTILUS® paper made by the manufacturer Mondi.

This uncoated paper consists entirely of recycled waste paper, meets the EU Ecolabel requirements among others and was certified by the Forest Stewardship Council, an international non-profit organisation for the protection of forests. Any pulp that is used originates exclusively from FSC™-certified, sustainably managed forests.

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### **BMW iX xDrive50 with Sport package:**

BMW eDrive electric motor, 385 kW (523 hp), 22" aerodynamic wheels 1020 with Bicolour 3D polished finish, exterior colour Aventurine Red III metallic, BMW Individual Exterior Line Titanium Bronze, BMW Laserlight, Interior design Suite Castanea with multifunction seats in fabric/microfibre combination, instrument panel in microfibre, Clear & Bold interior applications, accentuated components and controls in Gold Bronze.

This brochure describes the model, features and configuration options in vehicles available to the international/global market. There may be deviations from the features and configuration options described in this brochure, in terms of the standard and optional equipment for the model specified for the South African market. For more precise information about country-specific vehicle versions, please contact your local BMW dealership or visit [www.bmw.co.za](http://www.bmw.co.za). Subject to change in design and equipment. E&OE.

### **BMW RECYCLING**

BMW minimizes the impact on the environment over the entire life of a vehicle - from manufacturing to use and service to recycling. The foundation stone for its environmentally sound recycling is already laid during the development and production of every new BMW vehicle. By consistently applying „Design for Recycling“, BMW ensures the efficient recycling of its end-of-life vehicles.

### **ENVIRONMENTALLY SOUND VEHICLE UTILIZATION.**

The recycling of end-of-life vehicles takes place in recognised dismantling plants for end-of-life vehicles. Every kilogram of car scrap is fed into the ecologically and economically optimal recovery route. Valuable raw materials are returned to the production cycle and the environment is relieved. The controlled return, pre-treatment, dismantling and recovery of the residual vehicle are the four stages of environmentally sound recycling of end-of-life vehicles.

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