



THE iX.

UBS INVESTOR FIELD TRIP, SEPTEMBER 8, 2021

THE iX AS THE PINNACLE OF BMW'S ELECTRIC OFFENSIVE. THE FUTURIST.

THE FIRST INTELLIGENT AND SMART CAR.

NEW ERA IN DRIVING PLEASURE.

SUSTAINABILITY CONCEPT.

MONOLITHIC EXTERIOR DESIGN.

ALL NEW FEELING OF SPACE.

ATTITUDE

The iX is not just a prediction of the future, it is the state of the art vehicle in innovation & new luxury at BMW. It inspires a new way of interior, driving and in-car experiences. With the iX we confidently take on the role of opinion leader and **pacemaker in electric mobility.**



INTERIOR DESIGN: ALL NEW FEELING OF SPACE.

Hidden Head-Up Display.

2

1

Seat adjustment controls.

3

More legroom.

4

Modernity of a boutique hotel.



**INTERIOR DESIGN: ALL NEW FEELING OF SPACE.
THREE DIFFERENT INTERIOR WORLDS.**



Interior Design Suite
(high-end olive leaf tanned leather)



Interior Design Loft
(microfaser / wolle)



Interior Design Atelier
(Sensatec)

**ALL NEW FEELING OF SPACE:
THE REVOLUTIONARY INTERIOR OF THE iX.**



SIMPLICITY

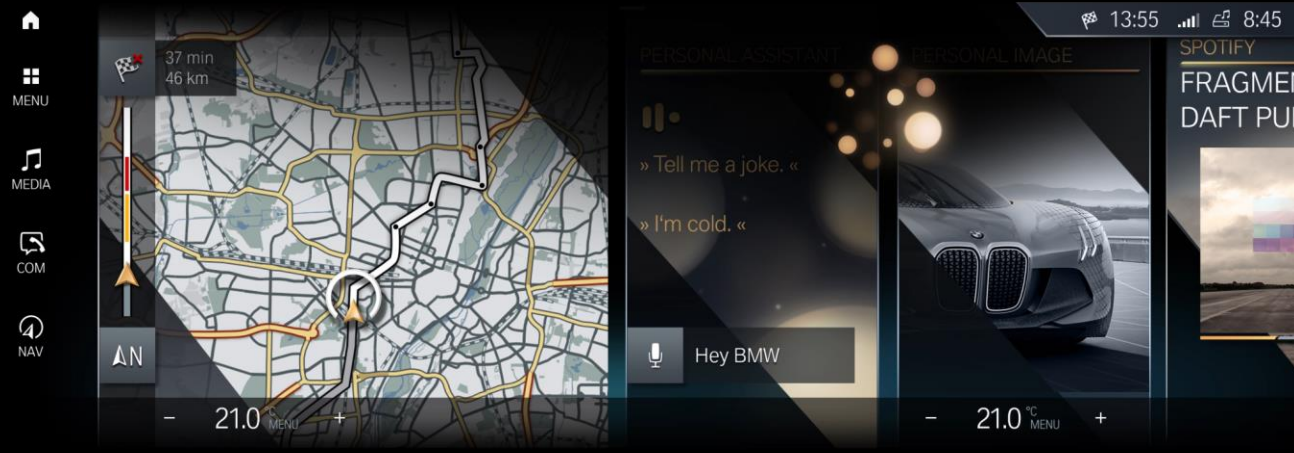
SHY-TEC

PERFECT ERGONOMICS

JEWELLERY PIECES



THE NEW BMW iDRIVE ADDRESSES THE TOP REQUIREMENTS OF OUR CUSTOMERS: MODERN INTERIOR WITH AN INTUITIVE AND SIMPLE OPERATING SYSTEM 8.



MORE PERSONAL:	CHARACTERFUL INTELLIGENT PERSONAL ASSISTANT
MORE NATURAL:	INTUITIVE AND EASY TO HANDLE
MOST INTELLIGENT:	CONTEXT AWARENESS, SWARM INTELLIGENCE
MOST CONNECTED:	CLOUD, SMART DEVICES, 3rd PARTY SERVICES



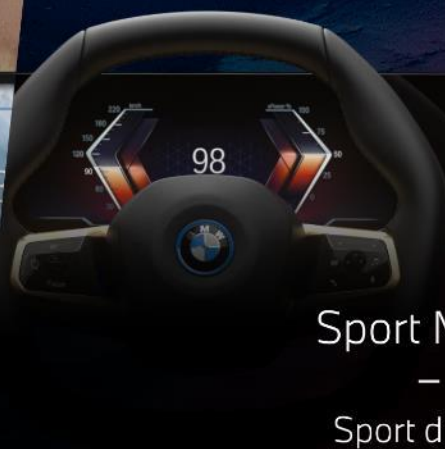
Inspired by
Individuality – suited
for every preference



Personal Mode

—
Individual options
Balanced driving characteristics
Individual lighting settings

Inspired by
Racing – colored
in Thrilling Orange



Sport Mode

—
Sport driving
Engine with acoustic feedback
Focused display layout

Inspired by
Flowing water – with
reflections of sunlight




Efficient Mode

—
Sustainable driving
Lowest possible energy consumption
Intelligent efficiency trainer

MY MODES.

An immersive experience with My Modes.

A close-up, low-angle shot of the interior of a BMW i8. The steering wheel, featuring the BMW logo, is on the left. The dashboard is a continuous digital display. The instrument cluster shows a speedometer with the number '93'. The central infotainment screen displays a navigation map, a radio station 'INDIE JACOB THOMSEN', and weather information '22°C' with 'MUCHY CLOUDY'. A large speaker grille is visible on the right side of the dashboard. Two white lines with arrows point from the text labels to specific parts of the dashboard.

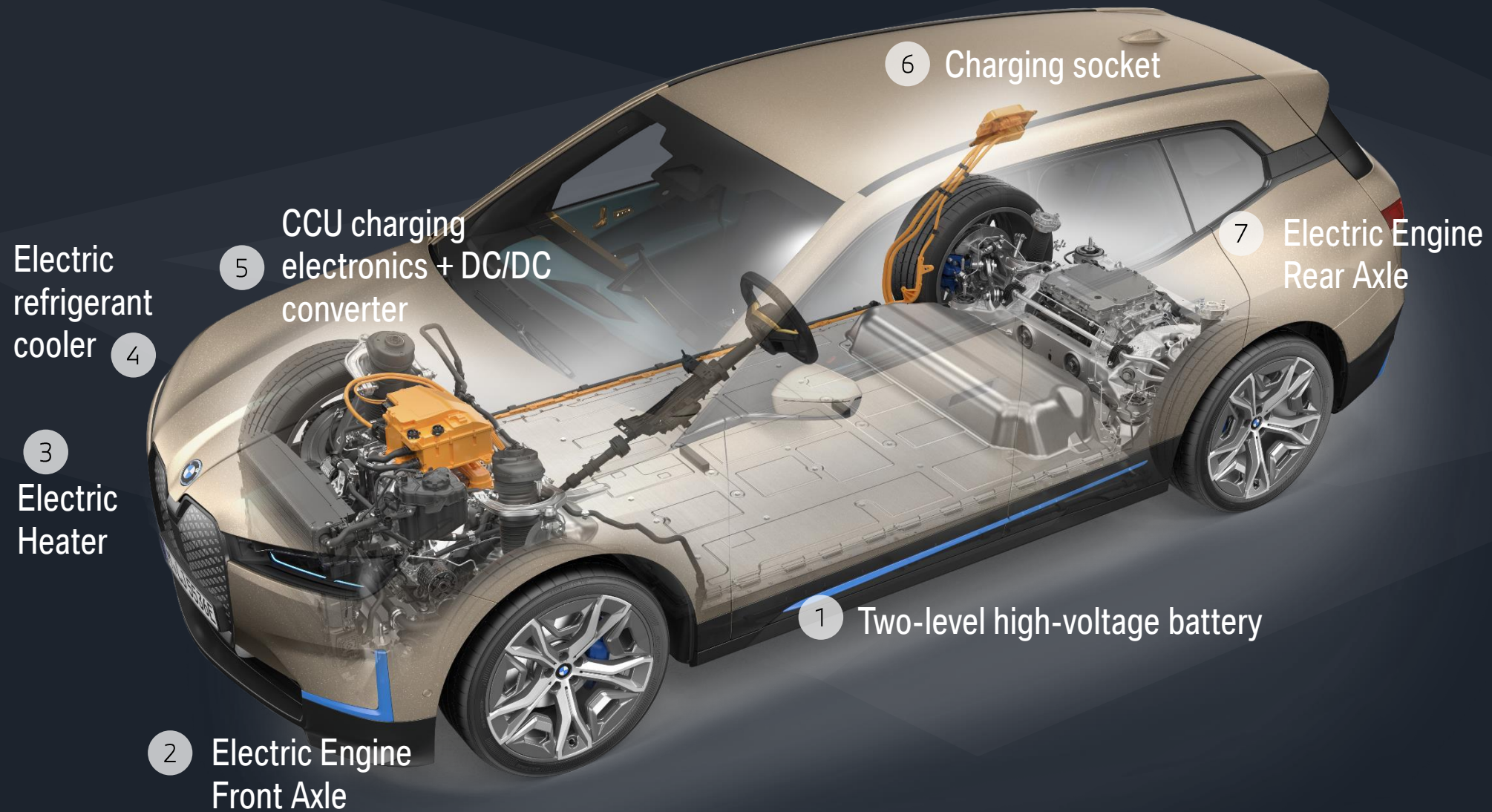
REMOTE SOFTWARE UPGRADE

FEATURES ON DEMAND READY

ALWAYS FRESH.

RSU and FOD ready.

TOPOLOGY OF HIGH-VOLTAGE COMPONENTS. OPTIMUM INTEGRATION OF ELECTRIC DRIVE SYSTEM.



THE CONVENIENCE STORY OF iX. HASSLE FREE CHARGING.

MODE 3 CHARGING CABLE
STANDARD



FLEXIBLE FAST CHARGER
UP TO 11kW
CHARGING POWER



BMW CHARGING ACCESS
PREMIUM PUBLIC
CHARGING TARIFFS
1 YEAR FREE OF BASE FEE
(for EU/JP)



ALL NEW BMW WALLBOX
UP TO 22kW
CHARGING POWER



THE SUSTAINABILITY STORY OF iX. HOLISTIC VIEW ON THE WHOLE VALUE CHAIN.



SUSTAINABLE PRODUCTION

100% RENEWABLE ENERGY
in plant Dingolfing



SOCIAL RESPONSIBILITY IN THE SUPPLY CHAIN

COBALT and LITHIUM
purchased directly by BMW

FULL TRANSPARENCY
of supply chain

NO HUMAN RIGHTS violation



INTERIOR WITH NATURAL MATERIALS

Olive-leaf tanned LEATHER

FSC certified WOOD

Fabric twist with WOOL

20% recycled materials e.g.
ECONYL FLOORMATS



CO₂ OVER LIFECYCLE

45% less CO₂ emissions
compared to MKL Diesel SAV

NEW ERA IN DRIVING PLEASURE: TWO PROTAGONISTS FOR COMMUNICATION: ESSENCE AND SIGNATURE.

iX xDrive40

77,300 EUR

6.1s
0-100 km/h

240 kW / 326 HP
Power

Up to 200 km/h
Top speed

425 km WLTP
Range

150 kW DC
> 95 km recharge in 10 min*

77 KWh
Battery capacity

22.5 – 19.4 kWh/100km
consumption



iX xDrive50

98,000 EUR

4.6s
0-100 km/h

385 kW / 523 HP
Power

Up to 200 km/h
Top speed

630 km WLTP
Range

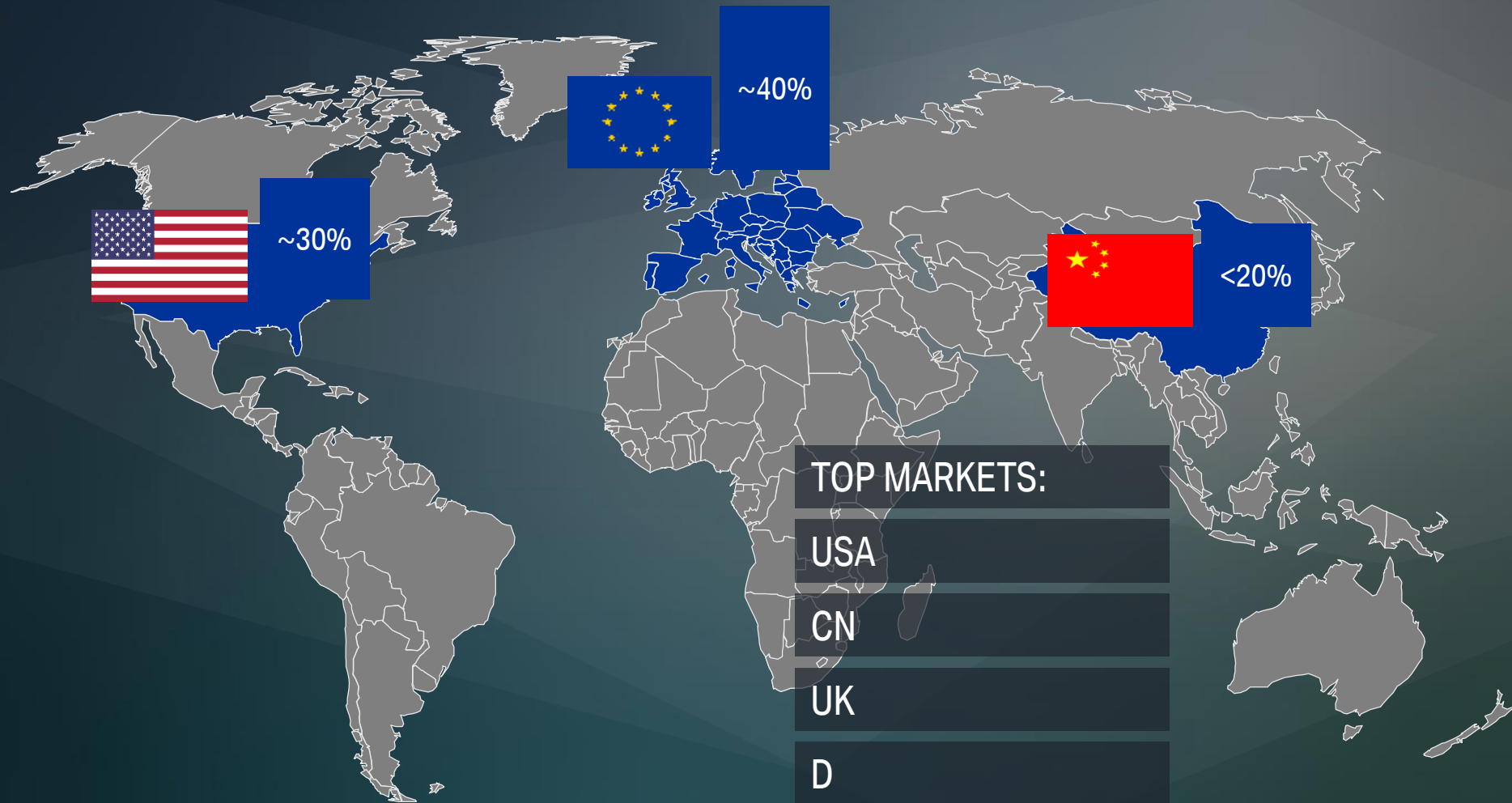
Up to 200 kW DC
150 km recharge in 10 min*

112 KWh
Battery capacity

23.0 – 19.8 kWh/100km
consumption

* Charging based on state of charge 10%

THE iX – MARKETS.



iX CUSTOMERS.

MINDSET

- Design oriented
- Wish after statement
- Progressive, innovative & loves new technologies
- Active way of life

MOBILITY

- Suburban resident
- > 1 vehicle in household
- iX as 1st car in terms of range, charging and roominess
- Dynamic driving experience

