

BMW

U.S. Press Information

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BMW iX Named a 2022 Wards 10 Best Interiors and UX Winner

- The interior of the BMW iX was praised for its avant-garde design and use of sustainable materials.
- The BMW Curved Display, navigation with augmented reality overlays, and 4D audio also received special mention.

Woodcliff Lake, NJ – June 9, 2022... This week, BMW is very proud to announce the BMW iX has earned a Wards 10 Best Interiors and UX award for 2022.

BMW iX

The first-ever all-electric BMW iX arrived on the market in the first quarter of 2022 and showcased a design unlike anything ever seen before from BMW. The modern, minimalist interior features very few buttons and switches. Instead, the space is dominated by the sweeping BMW Curved Display composed of a 12.3-inch information display and a 14.9-inch control display, brought together behind a single glass surface angled towards the driver.

BMW's latest iDrive, powered by Operating System 8, utilizes natural speech recognition, an ultra-responsive touch screen, and intuitive, high-resolution graphics to make all of the iX's advanced infotainment, navigation, and driver assistance systems accessible and usable to the driver and passenger. As a result, the interior remains clean and uncluttered. The frameless design of the BMW Curved Display brings a sense of openness to an already spacious cabin.

But the iX is also a premium luxury vehicle. The technology is presented in an environment highlighted by elegant aesthetics, high-quality materials, and innovative design. Imaginative use of colors, surfaces, and materials, assembled to an exceptionally high standard create an interior design like no other. The seat controls, iDrive rotary control, and the volume control for the audio system may be finished in cut glass. Traditional wood, when fitted, is used sparingly; instead, distinctive matte Gold Bronze trim highlights the dashboard and door panels. Though the overall concept is clearly tech-forward, the use of colors and materials creates a calming atmosphere of warmth, rejuvenation, and comfort.

“We are grateful to the WardsAuto jurors for their recognition of the hard work of our designers and engineers around the world.” said **Andreas Meyer, Vice President BMW Product Management Americas**. “BMW first introduced the concept of iDrive twenty years ago, and with today’s eighth generation, it is truly the most intuitive interface in the industry. We want to provide our customers a top-level digital experience, one that easily makes their vehicle a natural extension of their existing digital ecosystem. The iX succeeds in doing this while placing them in a comfortable, contemporary interior that allows them to relax and focus on the joy and pleasure of driving.”

Underlying the trailblazing digitalization and avant-garde interior design of the BMW iX is a commitment to sustainability and environmental responsibility. Econyl, produced from recycled fishing nets and other plastic waste, is used for the carpets, floormats, and headliner. The leather covering the seating surfaces is tanned using olive leaf extract rather than harsh chemicals, or customers may choose to cover the seats in cloth that uses natural wool fibers. The backs of the textile materials throughout the interior are made of 85 percent recycled material.

“From its Anthracite headliner to its augmented-reality head-up display, the BMW iX earns a 2022 Wards 10 Best Interiors and UX award for literally wowing us at every turn,” said **Bob Gritzinger, Editor-in-Chief at WardsAuto**. “In place of the buttoned-down and businesslike interior to which we’ve become accustomed, BMW instead employs avant-garde designs, sustainable materials, smart user interfaces and concert-level immersive sound to create the iX’s award winner.”

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 144 BMW motorcycle retailers, 118 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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