

WELCOME!



BMW
GROUP



iX LCI PRODUCT OVERVIEW.

US FIRST DRIVE

First introduced in 2021, the BMW iX is the Group's first fully electrified Sports Activity Vehicle (SAV). It ushered in a radically new vehicle design and cutting edge technology, all while committing to highest sustainability measures by the BMW Group.



Now in its Lifecycle Impulse (LCI), the new BMW iX receives an enhanced design language, improved range and battery performance, and stronger power outputs. Additionally, the iX LCI introduces a full M Sport package and a new variant available for the US Market.

IMPROVED EXISTING VARIANTS, AND A NEW OFFER FOR THE US.

iX xDrive50

516 HP

Range: up to 307 mi

MSRP: \$87,250



iX xDrive60

536 HP

Range: up to 364 mi

MSRP: \$88,500



iX xDrive45

402 HP

Range: up to 312 mi

MSRP: \$75,150

iX M60

610 HP (max)

Range: up to 285 mi

MSRP: \$111,500



iX M70

650 HP (max)

Range: up to 303 mi

MSRP: \$111,500

IX LCI – PRODUCT LINE-UP. AT A GLANCE.

Product Substance

iX xDrive45	iX xDrive60	iX M70
4.9s 0-60 mph	4.4s 0-60 mph	3.6s 0-60 mph
402 HP Power	536 HP Power +20 hp	650 HP Power +40 hp
~312 mi Max Range*	~364 mi Max Range*	~303 mi Max Range*
Up to 175kW DC	Up to 195kW DC	Up to 195kW DC
100 KWh Battery	113 KWh Battery	113 KWh Battery
124 mph Top Speed	124 mph Top Speed	155 mph Top Speed

Summary - Performance

- 3 Model lineup including **new iX xDrive45**
- Existing models renamed due to power and range increase
- All Models with **at least 400hp**
- Minimum **300 mi max range** for all models
- * Efficiency measures include SiC inverter, battery operating strategy, tires



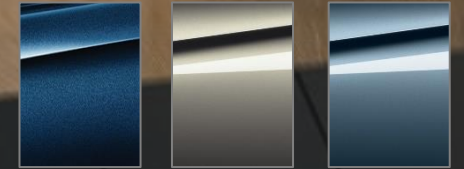
Summary - Design

- **Sport Pkg** included in **base**
- Updated **Headlight and Kidney grille** design
- New full **M Sport** Package, bumpers
- Further design distinction on iX M70
- Factory **hitch** offer (SOP 07/25)
- Up to **23" Wheel** size optional



THE NEW IX – STANDARD DESIGN EXTERIOR.

Three brand new colors
available for all variants



Updated Kidney Grille
Shape and Graphics

Redesigned Lighting
Geometry

Illuminated Kidney Grille
available for the first time

Wheels sizes up to 23"

Sport Package in Base, body color inlays



IX LCI – UPDATE TO STANDARD DESIGN

BMW iX Pre-LCI



BMW iX LCI



Both vehicles shown equipped with + 1" wheel upgrade

THE IX LCI – STANDARD INTERIOR.



IX LCI STANDARD VS. M SPORT



THE NEW IX – M SPORT DESIGN.

Sportier, more aggressive stance
that enhances the exterior design

Two new colors available
exclusively for M Sport



New M Sport Bumpers

Wheels up to 23"
21" and 22" M Sport exclusive wheels available

THE NEW IX – M SPORT DESIGN.

M Steering Wheel

Dark Silver M Trim

New M Multifunction Seats

Castanea Leather Shown,
Amido Grey available



THE IX M70 DESIGN.

M Shadowline Head-
and taillights

Exclusive Kidney
Graphics in Black

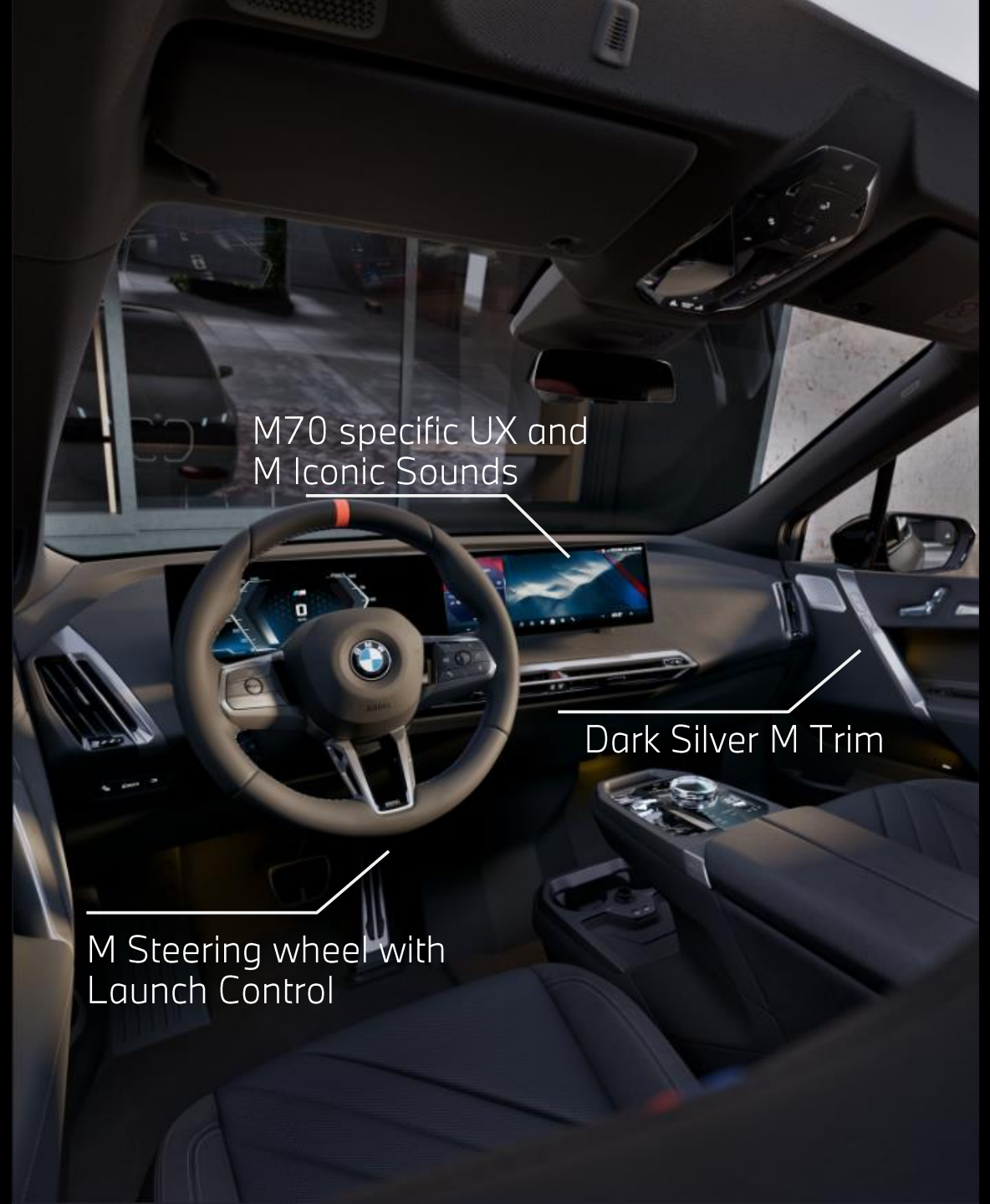
Wheels up to 23"
M70 exclusive wheels also available





Contrast M Stripe Stitching

M Multifunctional Seats
with Black Sensatec / Atlas
Grey Microfiber



M70 specific UX and
M Iconic Sounds

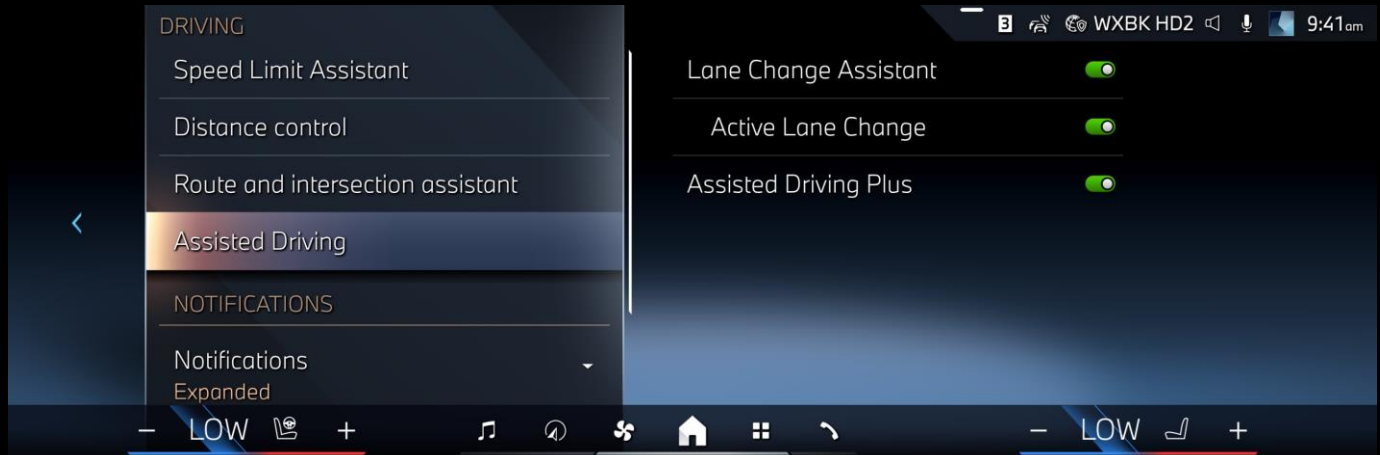
Dark Silver M Trim

M Steering wheel with
Launch Control

HIGHWAY ASSISTANT WITH ACTIVE LANE CHANGE. HANDS FREE DRIVING UP TO 85 MPH.



- » **Highest comfort**
attentive hands-free driving at speeds up to 85 mph.
- » **Highest safety**
Driver attention is continuously monitored by the system via an interior camera.
- » **Seamless switch** between Hands-on and Hands-off.
- » Active Lane Change with **eye activation**.

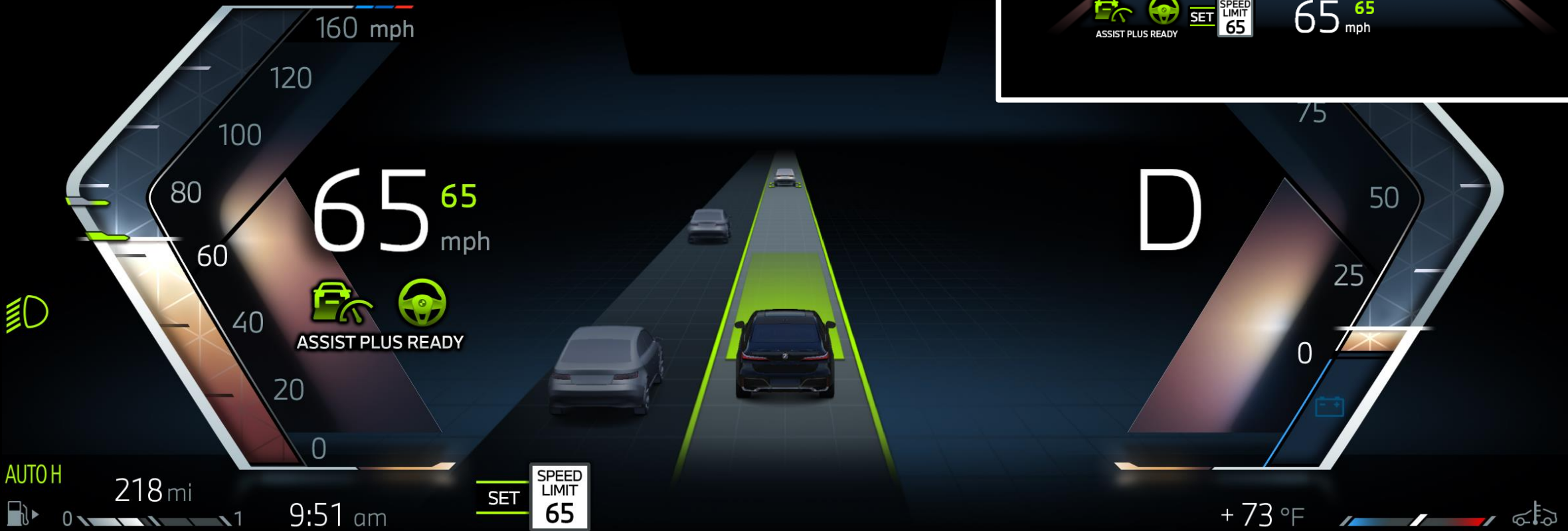


HIGHWAY ASSISTANT WITH ACTIVE LANE CHANGE.
ACTIVATION IS SEAMLESS AND EASY – ONE TOUCH.



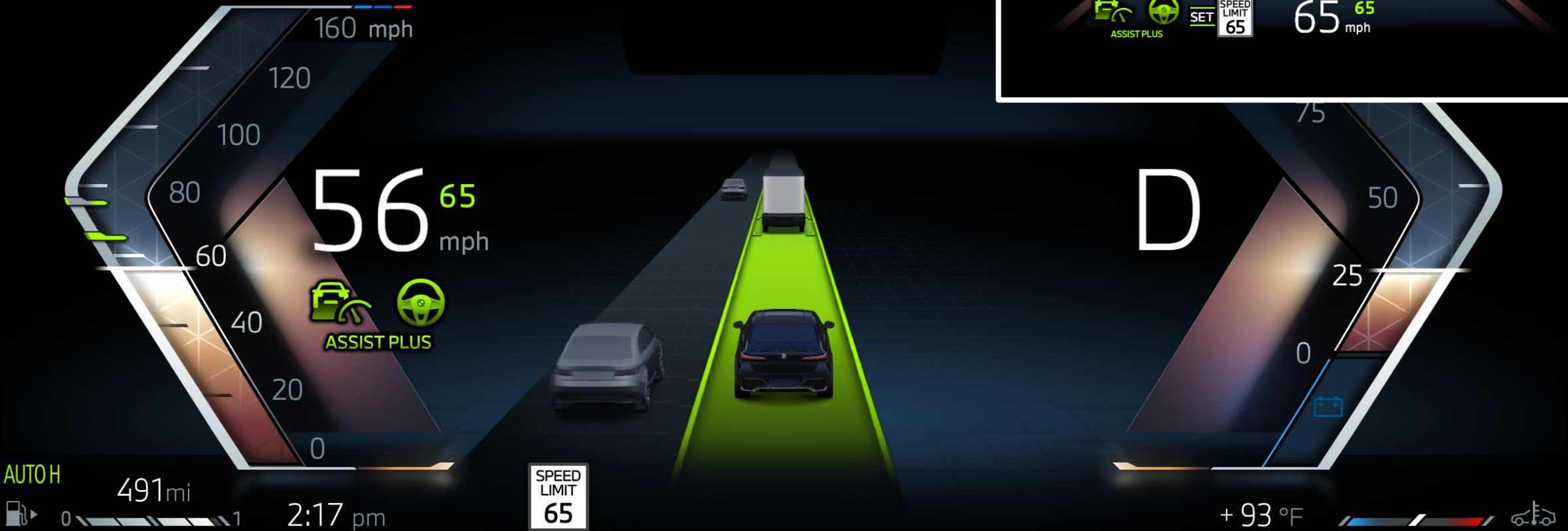
ACTIVATION IS SEAMLESS AND EASY.
HIGHWAY ASSISTANT READY TO TAKE
OFF HANDS.

Instrument Cluster



ACTIVATION IS SEAMLESS AND EASY.
HIGHWAY ASSISTANT NOW ACTIVE (GREEN).

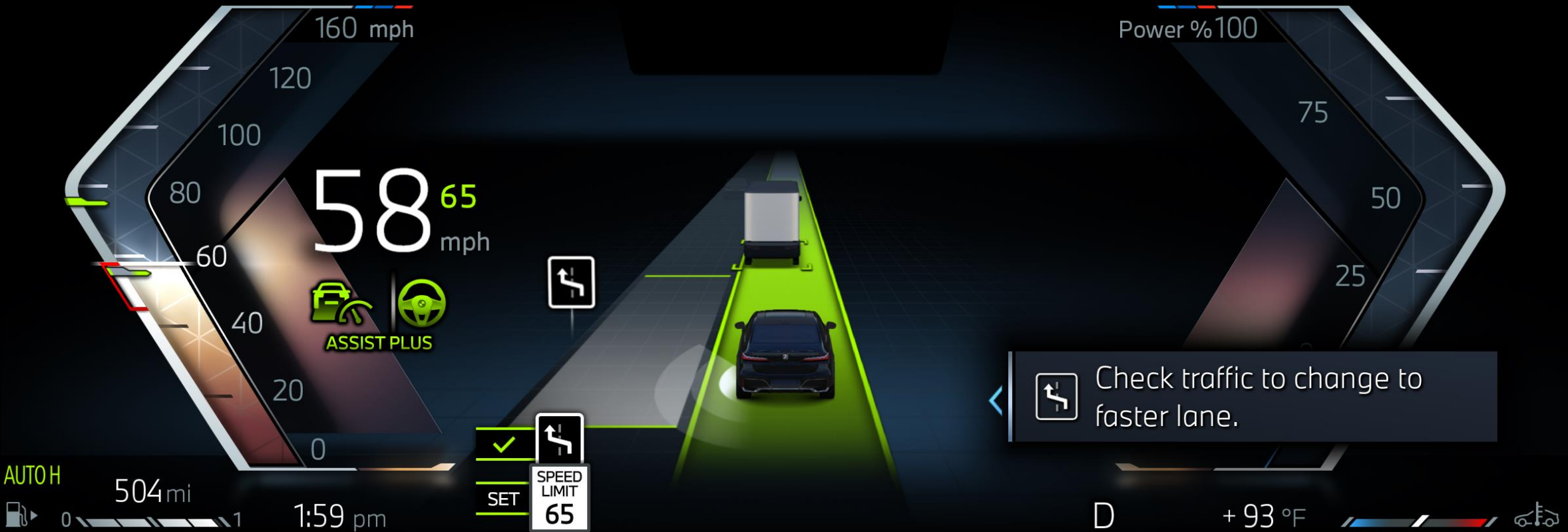
Instrument Cluster



ACTIVE LANE CHANGE. LANE CHANGE SUGGESTED.



Instrument Cluster



BMW DIGITAL KEY PLUS

The iX LCI is the first model to introduce an enhanced BMW Digital Key Plus experience with a more seamless setup process.

Your Smartphone becomes your primary key and thanks to ultra-wide band (UWB) technology, it also gives your smartphone all of the features of Comfort Access

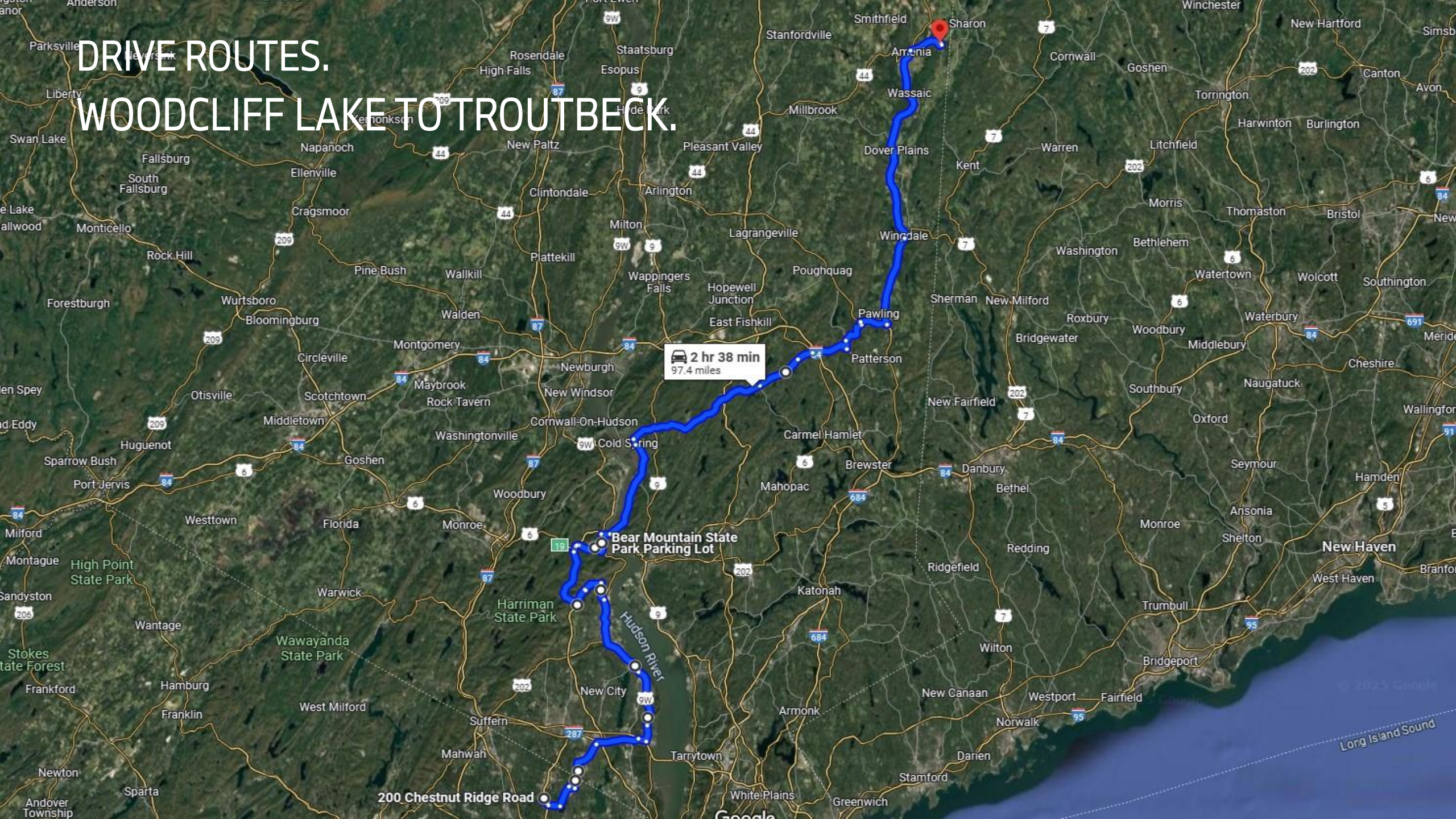
Sharing your keys is as easy as sending a text message!

Key Benefits

- No need for physical key, or to pull out your phone
- Access all vehicles from your smartphone
- Share with up to 18 different users, even if they don't have a BMW ID or the myBMW app.
- Able to set restrictions to specific users
 - Volume, top speed limitations



DRIVE ROUTES. WOODCLIFF LAKE TO TROUTBECK.



BEAR MOUNTAIN PARKING ENTRANCE.



TROUTBECK

+ DISCOVER

STAY

EAT & DRINK

THINGS TO DO

MEMBERSHIP

EVENTS

BOOK A ROOM

WELCOME TO TROUTBECK

A 250 acre Hudson Valley estate hotel. Home for centuries to naturalists, poets and romantics. Revived and renewed for the locavore, the creative, the curious and adventurous.

EMBARGO ON DRIVING IMPRESSIONS:
Tuesday, May 13
3:00 PM Eastern Time / 12:00 PM Pacific Time