

Nouveautés produits BMW - Eté 2025.

Nouvelles BMW i4 avec autonomies étendues (jusqu'à 612 km pour la BMW i4 eDrive40)

+++ Nouvelle BMW i4 M60 xDrive +++ Nouvelle BMW M2 CS +++ Evolution de la BMW

Digital Key +++ Garantie commerciale des batteries haute tension étendue +++ Evolutions des tarifs modèles +++

- Nouvelle **BMW M2 CS** (cf. communiqué de presse).
- **Améliorations techniques sur les BMW i4 pour davantage d'autonomie électrique (jusqu'à +31 km).** L'utilisation d'un nouvel onduleur SiC (Carbure de Silicium), de nouveaux composants pour l'électronique de puissance et d'autres mesures visant à optimiser l'efficacité ont permis **d'augmenter sensiblement l'autonomie des BMW i4.** Les capacités de batteries restent inchangées.
 - Autonomie de la BMW i4 eDrive35 portée à **513 km** maximum (WLTP). (+13 km par rapport à la version précédente).
 - Autonomie de la BMW i4 eDrive40 portée à **612 km** maximum (WLTP). (+12 km par rapport à la version précédente).
 - La nouvelle **BMW i4 M60 xDrive** succède à la BMW i4 M50 xDrive. La puissance moteur augmente de **57 ch** pour atteindre **601 ch** et le 0 à 100 km/h est désormais atteint en 3,7 secondes (-0,2 secondes par rapport à la BMW i4 M50 xDrive). L'autonomie est portée à **551 km** maximum en cycle WLTP (+31 km par rapport à la BMW i4 M50 xDrive).
- La **Digital Key** sur smartphone ou smartwatch devient la clé principale sur de nombreux modèles BMW (My BMW App). Elle peut être envoyée et partagée avec des amis (jusqu'à 18 partages possibles). La nouvelle BMW iX a été la première à en bénéficier et désormais les BMW Série 1, Série 2 Gran Coupé, Série 2 Active Tourer, X1, X2, Série 5 Berline, Série 5 Touring, M5, M5 Touring et Série 7 deviennent compatibles.
- Evolution de la **Garantie Commerciale** pour les **batteries à haute tension** des modèles BMW 100% électrique. BMW introduit une évolution de la garantie sur le vieillissement des batteries à haute tension (State-of-Health (SoH)) pour les modèles BMW 100% électrique. Une **capacité de batterie d'au moins 70%** est garantie jusqu'au **8 ans** (à partir de la date de la 1^{ère} mise en circulation) ou **160 000 km**, au premier des deux termes échus. Cette nouvelle garantie est entrée en vigueur pour tous les modèles 100% électrique neufs et d'occasion **à partir du 1er avril 2025.**

Munich. Summer 2025 is set to bring innovations in electric drive technology and digitalization as well as new standard and optional equipment features that will make the current BMW model range even more attractive. New power electronics in the all-electric BMW i4 result in even greater efficiency and increased range. The most powerful BMW i4 will also debut at the same time. Numerous BMW models will come as standard with Comfort Access and the BMW Digital Key, which has now become even easier to set up.

From summer 2025, the BMW X1, BMW X2 and BMW 2 Series Active Tourer will be available with new exterior and interior options. The BMW Intelligent Personal Assistant now offers an alternative voice.

BMW i4: reduced consumption, new range-topper with extra power.

From July 2025, the BMW i4 eDrive35 as well as the BMW i4 eDrive40 will come with silicon carbide semiconductor components in the power electronics (SiC inverter), which reduce consumption by around 4.5 per cent while adding up to 13 kilometers of range (depending on the model and equipment installed as part of an individual vehicle configuration).

- BMW i4 eDrive35 : new range up to 513 km WLTP (+13 km)
- BMW i4 eDrive40 : new range up to 612 km WLTP (+12 km)

From July 2025, the new range topper for the all-electric BMW i4 comes in the shape of the BMW i4 M60 xDrive. Compared to the predecessor, it provides an additional 42 kW/57 hp of power, for a system output of 442 kW/601 hp. The new BMW i4 M60 xDrive takes 3.7 seconds for the sprint from 0 to 100 km/h.

- BMW i4 M60 xDrive : new range up to 551 km WLTP (+31 km)

BMW Digital Key: smartphone used as key enables many additional functions.

The BMW Digital Key will soon become the tool of choice to unlock and lock many BMW models, courtesy of a simplified set-up process. The BMW iX was the first to be updated in March 2025, and many model series will follow from July 2025: the BMW 1 Series, BMW 2 Series Gran Coupé, BMW 2 Series Active Tourer, BMW X1, BMW X2, BMW 5 Series Sedan, BMW 5 Series Touring, BMW M5, BMW M5 Touring and BMW 7 Series. The BMW X5 and BMW XM models will follow from August 2025. The BMW X3 will come with the new set-up process in the US from August 2025 and in South Africa from September 2025.

The feature will then include a physical key, a Setup Card and a Service Card. The new Setup Card makes it easier than ever to set up the BMW Digital Key on smartphones from all major manufacturers by simply holding the card to the mobile phone or scanning the QR code on the back. The next step takes the user straight into the My BMW app. After authorization via the Setup Card, the BMW ID is linked to the vehicle and the BMW Digital Key is then activated. After activation, the customer can easily share the Digital Key with other people by sending them a text message. Activation is possible on up to 18 devices. Owners can define various roles and permissions for each vehicle user. A particularly useful function ideal for novice drivers is limiting acceleration and top speed, for example. If a physical key does need to be

handed over, for example in the workshop or in the event of a breakdown, the new Service Card can be used. This should always be carried deactivated so it can be activated as a fully-fledged key when needed, via a click on the central display.

For all eventualities: tyre repair kit and tyre repair kit Plus.

From summer 2025, the tyre repair kit will come as standard for various BMW models. These include the BMW 1 Series, BMW 2 Series Gran Coupé, BMW 2 Series Coupé, BMW 3 Series Sedan, BMW 3 Series Touring, BMW 4 Series Coupé and the BMW 4 Series Convertible. The optional tyre repair kit Plus will come as standard for the BMW X3 (excluding the BMW X3 30e xDrive).

Individual paintwork finishes at a glance, in the BMW Configurator.

Customers appreciate the BMW Individual paintwork colors as a way to add a personal touch to their new BMW. Special paintwork finishes which previously required looking up in the BMW Individual Visualizer can now be selected from within the BMW Configurator. This applies to all BMW models except for the BMW 2 Series Active Tourer, BMW Z4 and BMW iX.

BMW BEV models: free extended warranty for high-voltage batteries.

Since 1 April 2025, BMW has offered a global complimentary extended warranty for the high-voltage batteries in all-electric BMW models. The new warranty applies up to a vehicle age of eight years or a maximum mileage of 160,000 kilometers, whichever comes first. Should a high-voltage battery's capacity drop below 70 per cent during the warranty period, BMW will remedy this loss of capacity at no extra cost to the customer. This applies to all new and used all-electric BMW models from 1 April 2025.

More equipment for BMW 1 Series and BMW 2 Series Gran Coupé.

The optional M Technology Package II available for the BMW M135 xDrive and the BMW M235 xDrive Gran Coupé now includes M seat belts with M colors in the weave.

New colors for BMW 2 Series Active Tourer, BMW X1 and BMW X2.

Summer 2025 will bring new exterior and interior options for the BMW 2 Series Active Tourer, BMW X1 and BMW X2. New paintwork colors include Fire Red metallic and Night Dusk Blue for the BMW 2 Series Active Tourer as well as Dune Grey metallic for the BMW X2. All three colors are also available for the BMW X1, along with BMW Individual Frozen Portimao Blue metallic. Veganza perforated upholstery in the colors Castanea, Smoke White and Atlas Grey/Smoke White is newly available for customizing the interior of the BMW 2 Series Active Tourer and BMW X2. The Castanea and Smoke White colorways are available for the BMW X1. The Econeer Bicolor Blue upholstery can be ordered from summer 2025 in combination with front sport seats only. Another new option is the Brushed Aluminium Shadow interior trim.

More comprehensive equipment for BMW 7 Series, BMW X3 and BMW iX.

The BMW 7 Series and BMW i7 now feature laminated safety glass with contrast print as standard. From summer 2025, comfort glazing, sun protection glazing and the Heat Comfort package will also be available as individual options for the first time, enabling even more specific customization.

A new equipment option for the BMW X3 is the attractive M door sill trim. It can be ordered for the M Sport package, M Sport package Pro and the BMW X3 M50 xDrive.

BMW Individual Frozen Pure Grey metallic is a new paintwork finish with a particularly distinctive character, available as an option for the BMW iX from summer 2025.

Comprehensively upgraded BMW iDrive.

Among the numerous innovations in the area of digital services is the upgraded BMW Intelligent Personal Assistant in BMW Operating System 9.

In the BMW 1 Series, BMW 2 Series Gran Coupé and BMW X3, customers can now link their own Amazon Alexa account to the BMW Intelligent Personal Assistant. This enables them to use intuitive voice control to enjoy music via the "Hey BMW" command – courtesy of Alexa running in the background, just like at home. In addition, a second voice is now available for the assistant. Further improvements in language understanding and faster processing speeds contribute to a more harmonious overall experience.

From summer 2025, BMW Digital Premium with BMW Operating System 9 will, subject to country-specific availability, enable customers to use the Zoom app on their Curved Display for videoconferencing when the vehicle is stationary. To avoid distractions, the app automatically deactivates the video while driving.

Parking Assistant Plus upgrade.

From July 2025, the functions of the Parking Assistant Plus will be enhanced for many BMW models. It will now also use marker lines around parking spots to help identify available spaces and ensure parking precision. Previously, this feature was only available as part of the Parking Assistant Professional.

BMW Maps user interface upgrades in BMW Operating System 8.5.

BMW Maps offers intuitive destination entry and intelligent route guidance and will come with further user interface improvements from summer 2025. For faster access to frequently used functions, the home screen of the control display will feature direct touch buttons for "Home" and "Work" in the BMW Maps QuickSelect Widget, for example.



At a glance: The new BMW models for summer 2025*			
BMW i4	Max output (kW/hp)	Electric power consumption WLTP (kWh/100 km)	CO ₂ emissions WLTP (g/km)
BMW i4 eDrive35	210/286	17,5	0
BMW i4 eDrive40	250/340	17,8	0
BMW i4 M60 xDrive	442/601	20,9	0

* All new models due to enter production in July 2025. All figures relating to fuel/electric power consumption and emissions are provisional.

BMW Group en France

BMW Group est implanté sur quatre sites en France avec son siège social à Montigny-le-Bretonneux, son centre de formation à Tigery, son centre de pièces de rechange et accessoires international à Strasbourg et le centre d'essais techniques international du BMW Group où sont testés et éprouvés tous les modèles, avant d'être vendus dans le monde entier, sur l'autodrome de Miramas à Istres.

BMW Group emploie avec ses filiales commerciales et financières ainsi que son réseau exclusif de distribution près de 8.000 salariés en France. En 2024, BMW Group France a immatriculé 86 714 automobiles des marques BMW et MINI et 20 620 motos et scooters de la marque BMW Motorrad.

Le volume annuel d'achats de BMW Group auprès des équipementiers français et fournisseurs en France s'élève à plus de 4 milliards d'Euros. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme de modèles de voitures et deux-roues électriques et hybrides rechargeables.

BMW Group France, un partenaire engagé dans la création artistique et soutient activement la création et l'innovation dans les arts visuels avec son programme BMW ART MAKERS et ses partenariats avec Les Rencontres Internationales de la Photographie d'Arles, Paris Photo et Art Basel Paris. L'entreprise est également partenaire officiel du Festival de Cannes et du Festival du film romantique de Cabourg, témoignant de son engagement étroit avec le 7e art.

L'engagement de BMW Group se décline aussi dans le sport français, notamment à travers la Golf Cup.

Depuis 40 ans, l'entreprise finance des projets d'utilité publique à travers sa Fondation BMW Group France placée sous l'égide de la Fondation de France : actuellement l'entrepreneuriat à impact à travers le soutien aux organisations Ashoka et Make Sense.

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BMW Group

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad, est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans le domaine de la finance. BMW Group exploite 30 sites de production dans le monde, ainsi qu'un réseau de vente présent dans plus de 140 pays. En 2024, les ventes mondiales de BMW Group ont atteint un volume total de 2,45 millions d'automobiles et plus de 210 000 motos. Le bénéfice avant impôt pour l'exercice 2024 s'élève à 11 milliards d'euros pour un chiffre d'affaires de 142,4 milliards d'euros. Au 31 décembre 2024, le BMW Group employait 159 104 personnes.

Le succès économique de BMW Group a toujours été basé sur une vision à long terme et une action responsable.

Le développement durable est un élément essentiel de la stratégie d'entreprise du BMW Group et couvre tout le cycle de vie des produits, depuis la chaîne d'approvisionnement et la production jusqu'à la fin de la phase d'utilisation.

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