

AUTOMOTIVE

BMW unveils its technological flagship' for new era in mobility

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The BMW iX will begin production in 2021. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW has revealed its next-generation electric vehicle, as it hopes to become more competitive in the increasingly crowded luxury EV space.

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The BMW iX is the product of the BMW Vision iNext project and is expected to go into production in the second half of 2021. BMW introduced its first EV, the i3, in 2013 but has not been innovating in the category at the same pace as other luxury carmakers in recent years.

"The BMW Group is constantly striving to re-invent itself," said Oliver Zipse, chairman of the board of management of BMW AG, in a statement. "The BMW iX expresses this approach in an extremely concentrated form."

iNext revealed

According to the automaker, the iX redefines its "sports activity vehicle" (SAV) concept and features fifth-generation BMW eDrive technology.

Earlier this fall, the BMW iX3, which is manufactured in China, debuted in showrooms in Europe and China. In contrast, BMW will be producing the iX at its plant in Dingolfing, Germany and will sell the EV in the United States market, among others.

The iX is estimated to have a full range of 300 miles with 500-horsepower. With DC fast charging, it can extend its range by 75 miles in 10 minutes and be charged from 10 to 80 percent of its full capacity in less than 40 minutes.



The iX can be fully charged in 11 hours. Image credit: BMW

In the U.S., BMW is collaborating with ecommerce giant Amazon to install "level 2" chargers such as BMW iWallbox to make home charging more accessible. The automaker is partnering with EVgo to give drivers access to a nationwide charging network through the BMW Charging mobile application.

The iX is also 5G-capable and has improved its automated driving and parking functions. Keeping sustainability in mind, natural and recycled materials will be used throughout the EV and even the batteries have a high recycling rate.

Its streamlined exterior is reminiscent of classic BMW designs, with an intelligent kidney grill and narrower headlights and taillights, while being more aerodynamic to improve its range. The iX is about the same width and length as the X5, and almost the same height as the X6.

The interior is designed for comfort, with a curved display for the next-generation BMW Operating System, a floating console and plenty of legroom.

In a short advertisement for the iX launch, drivers dismiss holograms of social media criticisms of EVs. The European model of the iX is shown, with drivers charging the SUV and enjoying leisurely drives.

The iX is presented as BMW's technological flagship

"Did we somehow start to feel uncomfortable with the unknown?" a narrator asks. "Did we get too relaxed in our comfort zone?"

The forward-thinking short is a departure from the more tongue-in-cheek video series BMW shared ahead of the iX reveal ([see story](#)).

BMW is far from the only luxury automaker refocusing on electrification efforts.

British automaker Bentley expects to completely move away from internal combustion engines within the next decade.

Bentley plans to launch two new plug-in hybrid vehicles next year and introduce hybrid variants of every model by 2023. Its EV goals only become more aggressive from there.

The marque will introduce its first fully electric model in 2025, described as a "cradle to grave fully carbon neutral car." By 2026, Bentley's model range will be offered exclusively as plug-in hybrid or battery electric vehicles ([see story](#)).