

The News and Intelligence You Need on Luxury

AUTOMOTIVE

In North America, Tesla Supercharger stations to power BMW EVs by 2025

October 19, 2023



In 2025, owners of electric rides from the luxury brand in the United States and Canada will gain access to Tesla's Supercharger network. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW and British automaker Rolls-Royce are tapping into the power of Tesla.

Both companies have reached an agreement with the U.S. automaker that will allow drivers of electric rides from either luxury brand access to Tesla's Supercharger network across the United States and Canada by early 2025. BMW and Rolls-Royce are collaborating in the months ahead to ensure ease of use is assured for customers based in North America.

"With six fully electric BMW, Mini and Rolls-Royce models now available in the U.S. market, and more to come, it is our top priority to ensure that our drivers have easy access to reliable, fast charging," said Sebastian Mackensen, president and CEO of BMW North America, in a statement.

"This agreement is the latest in our longstanding and continued effort to expand charging options for our customers as we continue on the road to electrification."

Charging ahead

According to a company release, designated stations throughout the two nations are preparing to accommodate BMW, MINI and Rolls-Royce Combined Charging System (CCS) battery electric vehicles (BEV).

The agreement comes as BMW makes a separate commitment alongside six other companies to develop a new network in North America consisting of 30,000 chargers in urban areas and near major highways.



Like other luxury automakers, BMW and Rolls-Royce are enabling their drivers to access Tesla's widespread Superchargers. Image credit: Tesla

BMW and Rolls-Royce are working together to make station information available on drivers' vehicle displays. Additionally, the companies are building out payment platforms for the update, with plans to push updates out via respective brand apps.

This arrangement carries the added and sustainable bonus of the BMW Group adopting the North American Charging Standard (NACS) for EVs in the U.S. and Canada, beginning in 2025. British automaker Jaguar recently inked a similar deal (see story).

Independent of this agreement, BMW North America linked up with other automakers to create a joint venture company, to be established later in 2023. Together, the parties are investing in high-powered EV charging infrastructure across the continent.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your feedback is welcome.