**Press Release   
8 October 2025**

**BMW Thailand presents the Vision Neue Klasse – a first look at the intelligent, sustainable future of mobility**

A white car with a roof

AI-generated content may be incorrect.

**Bangkok.** The next generation of mobility is here. BMW Thailand is bringing a vision of the future to Bangkok with the arrival of the BMW Vision Neue Klasse, a groundbreaking concept vehicle that embodies intelligent, sustainable mobility with driver-focused innovation. From October 8 to 12, experience this preview of BMW’s next chapter up close in the “BMW Road to Neue Klasse : The Neue New” showcase – exclusively at Central Embassy.

The BMW Vision Neue Klasse represents a total rethink of mobility to offer electric, intelligent, and sustainable experiences that take BMW’s trademark sheer driving pleasure into a refreshing new future. From the elegant, minimalistic new design language and new digital innovations designed to seamlessly merge the virtual and the real, the Vision Neue Klasse distils big, bold ideas around people-centric mobility into the familiar yet radically different shape of a sporty four-door sedan.

**Mr. Rene Gerhard, President and CEO, BMW Group Thailand,** said, “The BMW Vision Neue Klasse   
is far more than an innovative concept vehicle. It represents the essence of BMW, tracing a line from   
the original Neue Klasse vehicles of the 1960s all the way to the future of sustainable, electrified mobility.   
Our vision for these next-generation vehicles extends beyond the driving experience to the design and manufacturing processes, with every detail bringing to life BMW Group’s key priorities: making mobility more human, more intelligent, and more responsible for all.”

A car parked on a driveway

AI-generated content may be incorrect.

The BMW Vision Neue Klasse is a striking introduction to BMW’s new design language. At once sporty and dynamic without being aggressive, the Vision Neue Klasse’s exterior signifies lightness and elegance that are amplified by the Joyous Bright paint finish – a radiant white with slight yellow shimmer, contrasting with the darker tones of add-on parts in Composite Marble. A single character line visually divides the body at the lower edge, giving the side an agile look with a low centre of gravity, while wide wheel arches accentuate road presence and the power of its electric all-wheel drive system.

The front of the Vision Neue Klasse features a radical reinterpretation of the trademark BMW kidney grille, which is now combined with twin headlights to create a uniform surface with individually controllable light elements underneath to create a captivating depth effect. Two angled light elements on either flank function as daytime running lights, providing eye-catching contrast against the main headlight elements. This visual motif also extends to the rear lights, which feature 3D-printed elements tailored to create a similar sense of depth.

On the inside, the BMW Vision Neue Klasse offers an open, bright, and welcoming ambience. Clean surfaces on every element – completely free of decorative chrome or leather to ensure minimal carbon footprint – deliver a modern, timeless look across the board. The bright dashboard complements the steering wheel, which is flattened at the top and bottom, as well as the OLED Central Display, gear selector, and smartphone charging tray. Front and centre of this all-new interior is BMW Panoramic Vision – a new element of BMW iDrive that projects information into the driver’s line of sight and across the entire width of the windscreen. Both the driver and front passenger can interact with information displayed on BMW Panoramic Vision, creating a uniquely shared user experience with content freely transferrable from and to the Central Display.

In motion, the BMW Vision Neue Klasse takes a major technological leap forward with sixth-generation BMW eDrive technology. The new electric drivetrain features highly efficient electric motors in   
an all-wheel-drive configuration, operating alongside newly developed round battery cells that provide 20% higher energy density compared to current-generation batteries. All in all, the updated BMW eDrive is engineered to deliver up to 30% more range, 30% faster charging, and 25% greater overall vehicle efficiency.

The BMW Vision Neue Klasse also offers four high-performance computers, which control the most important in-car functionalities. These “super brains” deliver up to 20 times more in-vehicle computing power. One of the four high-performance computers is called the “Heart of Joy”. All drivetrain and driving dynamics functions such as the powertrain, brakes and recuperation as well as some steering functions are integrated into this electronic control unit. The Heart of Joycentrally calculates all driving dynamics functions and raises the hallmark BMW driving pleasure to a new level with faster information processing, and responds more directly to the driver than ever before.

Another fundamental component of the digital nervous system is the radically simplified wiring harness.   
It is based on a so-called **zonal wiring harness architecture**, which uses 600 meters less wiring and brings **30% weight savings** compared to the previous generation. The wiring harness is divided into four zones: front end, center, rear and roof. The Superbrains are connected via high-speed data connections to smaller control units, the zonal controllers, which manage and consolidate the data flow of the electronics in and out of the zones. The wiring in the vehicle is therefore zone-related and can thus be shorter, thinner, and lighter.

“With this showcase experience in Bangkok, we are turning BMW Group’s vision of the future into a tangible promise that you can see for yourself,” added Mr. Gerhard. “The cutting-edge innovations in   
the Vision Neue Klasse are already integrated into next-generation production models that will soon be introduced worldwide.”

Experience the BMW Vision Neue Klasse yourself today at the “Road to Neue Klasse” zone on G floor, Central Embassy from October 8 to 12 by registering your interest and preferred dates and times [here](https://www.bmw.co.th/en/topics/fascination-bmw/events/vision-neue-klasse-2025.html). Visitors can also enjoy exclusive works of art and design inspired by BMW’s vision of the future with no prior registration required.

Additional photos can be downloaded from <https://bmwgroupthpress.com/en/articles/bmw-vision-neue-klasse/>

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group   
production network comprises over 30 production sites worldwide; the company has a global sales network in   
more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of  
31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW   
Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, BMW R18 Bagger and BMW R 12 S. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**

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