

BMW

Press and public relations work



Press information
Date 06/04/2023

FREUDE ("joy") forever from the start. BMW presents the iconic BMW Baby Racer in a new, sporty design.

+++ BMW Baby Racer: the fourth generation of this iconic design brings FREUDE to our youngest customers +++ A quiet and durable companion thanks to whisper wheels made from recycled material and a comprehensive supply of spare parts +++ Available in three different colour options, and made in Bavaria

Munich. The iconic BMW Baby Racer has been a popular element of the BMW Lifestyle Collection for more than 30 years. Now in its fourth generation, it is presented in a new design with a distinctive character, to pass on FREUDE to the brand's youngest fans. Based on the design of current BMW models, the new BMW Baby Racer is far more than just a miniature version, and knows how to impress with its custom features and proportions.

A new design with new features

The sporty new version of the BMW Baby Racer offers even our youngest enthusiasts maximum comfort with its new, comfortable soft seat in contrasting colours, ergonomic three-spoke steering wheel, and whisper wheels (tyres) made from recycled materials. The horn integrated into the redesigned cockpit ensures safety and a clear path ahead for kids aged one to three, whether at home or outdoors. The front features the BMW kidney grille in the brand's latest design, fully following the style of the full-size BMW 4 Series, BMW iX and BMW M3/M4 role models. And anyone being passed by the new BMW Baby Racer will see its sporty tail lights.

The BMW Baby Racer is available in the colours black, blue and white with seats in contrasting colours for a striking and dynamic look and FREUDE on four wheels. To make sure the pleasure of driving really stays with young fans, all spare parts for the BMW Baby Racer produced in Bavaria are available from selected BMW dealers – that's something this nippy little car and its big role models have in common. This means that nothing will stand in the way of a long friendship with the BMW brand and experiencing sheer driving pleasure from an early age.

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The BMW Baby Racer will be available from April 2023 onwards, from selected dealers and online at <https://lifestyle.bmw.com>.

If you have any questions, please contact:

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The BMW Group

The BMW Group is the world's leading premium manufacturer of automobiles and motorcycles with its BMW, MINI, Rolls-Royce and BMW Motorrad brands, and a provider of premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network with representatives in over 140 countries.

The BMW Group achieved global sales of almost 2.4 million automobiles and over 202,000 motorcycles in 2022. Earnings before tax in the 2022 financial year amounted to EUR 23.5 billion and turnover was EUR 142.6 billion. The company employed 149,475 people worldwide as at 31 December 2022.

Long-term thinking and responsible action have always been at the heart of the economic success of the BMW Group. The company set its course for the future very early on and consistently places sustainability and resource conservation at the centre of its approach – from the supply chain and production right up to the end of the use phase of all its products.

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