

Media information

17 December 2024

BMW Brings a “Little” Las Vegas Magic to CES 2025 for the Debut of the All-New UI/UX to the Neue Klasse.

- First-ever BMW Panoramic iDrive will define the in-vehicle experience of BMW's forthcoming “Neue Klasse” – or, “New Class” of vehicles –, which is set to launch in late 2025.
- Iconic US-based comedian Tim Meadows will host the BMW Press Conference on Tuesday, January 7th at 8:30 a.m. PST.

Munich. Visitors to the next Consumer Electronics Show (CES) in Las Vegas will be in for a “little” surprise when they visit the BMW Pavilion in the Silver Lot to experience the first-ever BMW Panoramic iDrive display- and operating-concept of the Neue Klasse in a “magical” way. With this presentation, BMW is not only showcasing technology that will be featured in the series production Neue Klasse vehicles for the first time, but also once again setting standards for in-vehicle experience with a clear focus on driver orientation, safety, and personalization.

The BMW CES 2025 press conference on Tuesday, January 7th will be hosted by **iconic US-based comedian Tim Meadows**, starting at 8:30 a.m. PST. Meadows will be joined at the BMW Pavilion in the Silver Lot (just outside the South Hall of the Las Vegas Convention Center) by **Frank Weber, Chief Development Officer at BMW AG** who will present the next generation of BMW iDrive along with **Adrian van Hooydonk, Head of BMW Group Design**, and **Stephan Durach, Head of UI/UX Development**.

Following the press conference on January 7th, CES attendees can visit the BMW Pavilion for repeat performances by Meadows and additional BMW experts at 2:00 p.m., 3:00 p.m. and 4:00 p.m. On January 8 and 9 showtimes will begin at 10:00 a.m. and take place each hour on the hour through 5:00 p.m. Three final shows will be presented on Friday, January 10 at 10:00 a.m., 11:00 a.m. and 12:00 p.m. From January 2nd, journalists and CES visitors can register for the shows in advance via the website <https://ces2025.eventsbmw.com> – available seats are limited.

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Page 2

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The BMW Group

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In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 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.

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