Headline: New BMW iDrive coming   
 to the Neue Klasse in ’25

BMW iDrive continues to evolve to make driving simpler and safer. It’s never-ending innovation soon will begin its next chapter.

The automaker is bringing a display and operating concept to its next vehicle generation that enables a new intuitive interaction paradigm between the driver and vehicle. This leap will follow in the Neue Klasse from 2025.

The future generation of BMW iDrive will transform the vehicle into a digital-experience space. The quintessential-user experience will include BMW Panoramic Vision, a multifunction-steering wheel, the new central display and an updated BMW 3D head-up display as the central display and operating elements.

This technological leap enables a modern, characteristically BMW interior design with a focus on touch and advanced-voice interaction. iDrive in the Neue Klasse is characterized by four central elements.

BMW Panoramic Vision is based on a new head-up display technology. It projects information at a height perfectly matched to the driver across the entire width of the windscreen.

BMW 3D head-up display complements Panoramic Vision. It’s used for active-driving situations and displays the required information, such as assisted driving or traffic guidance, with high precision 3D animations in the driver’s line of sight.

The new multifunctional-steering wheel allows the display contents of Panoramic Vision and 3D head-up display to be individually controlled according to the principal eyes on the road, hands on the wheel. Operation is convenient and precise via the steering wheel buttons and is enhanced by the active haptic feedback and multilayer technology.

This updated iDrive also focuses on the new central display with BMW styling and intuitive-touch function. The matrix backlight technology of the central display ensures a high resolution for the displays, vibrant colors and strong contrast, regardless of the specific-light conditions.

The future iDrive will continue to feature the QuickSelect concept introduced in 2023. The system in the Neue Klasse is based on a highly integrated software architecture and uses the next generation of the BMW Operating System. The vehicle’s smart connectivity with the BMW Cloud, as well as the customer’s digital ecosystem, creates an immersive user experience and brings a new dimension to the human-car interaction. It transforms the vehicles of the Neue Klasse into digital experience spaces.