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FORVIA HELLA develops highly integrative Front Phygital Shields for the new BMW iX3

- New product category: integration of lighting technology, design elements, and sensing
- Reinterpretation of the distinctive brand look: sharply contoured, vertical BMW kidney grilles and striking horizontal LED headlamps

International automotive supplier FORVIA HELLA has developed and brought into series production the world's first Front Phygital Shields for the new all-electric BMW iX3. With these large-scale, highly integrative modules for the vehicle front, FORVIA HELLA is decisively shaping the design language of the iX3, the inaugural model of BMW's Neue Klasse. Development and production of the Front Phygital Shields take place in Ljubljana, Slovenia, FORVIA HELLA's global competence center for car body lighting.

New product category: integration of lighting technology, design elements, and sensing

FORVIA HELLA's Front Phygital Shields are designed as a scalable platform that integrates lighting functionality, decorative elements for vehicle styling, and sensor technology. "With our Front Phygital Shields, we address three automotive market trends at once: electromobility, automated driving, and the demand for differentiating lighting solutions. At the same time, we reduce development and front-end assembly complexity for manufacturers," says Juan Manuel Mollá, who as a member of the Management Board is responsible for FORVIA HELLA's global lighting business. "This creates an entirely new product category. Within our lighting portfolio, it will become a fundamental element and grow even more relevant for us in the future."

FOR MORE INFORMATION, PLEASE CONTACT

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Reinterpretation of the distinctive brand look: sharply contoured, vertical BMW kidney grilles and striking horizontal LED headlamps

Front Phygital Shields are specifically designed for electric vehicles. They leverage the design and functional space at the vehicle front that becomes available when the traditional radiator grille is eliminated, transforming it into a defining, differentiating design feature. In reference to the Neue Klasse of the 1960s, the BMW kidneys within the Front Phygital Shields are smaller yet more sharply contoured and now oriented vertically; they can also be optionally illuminated with Iconic Glow. The Front Phygital Shields also integrate the two full-LED headlamps, which have been redesigned from their previous rounded appearance into a more distinctive, horizontally oriented form.

In the BMW iX3, FORVIA HELLA's Front Phygital Shields also integrate radar sensors with a heated, radar-transparent cover. This protects the sensors from weather and contamination and ensures reliable radar performance even in severe winter conditions. The integrated heating function makes the radar sensors a truly weather-independent technology for environmental perception.

Juan Manuel Mollá: "With our Front Phygital Shields, we are setting a true milestone in design language and vehicle styling. Together with the BMW Group, we have developed a sophisticated, highly integrated front-end module that elevates brand-defining elements into a new era. Being able to help shape and carry the appearance of the new iX3 – flagship of the Neue Klasse – into the future makes us proud and powerfully demonstrates our strong development and industrialization capabilities."

Note: This text and suitable images can also be found in our press database at: www.hella.com/press

ABOUT FORVIA HELLA

FORVIA HELLA is a listed international automotive supplier. As a company of the FORVIA Group, FORVIA HELLA stands for high-performance lighting technology and vehicle electronics and, with the Lifecycle Solutions Business Group, also covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles. With currently around 34,000 employees at over 125 locations, the company is active worldwide and generated adjusted sales of €8.0 billion in the fiscal year 2025. **www.hella.com**

ABOUT FORVIA

FORVIA, a global automotive technology supplier, comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 137,500 people, including more than 12,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 12,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide. In 2025, the Group achieved consolidated sales of €26.2 billion. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the CAC SBT 1.5° indice. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. **www.forvia.com**