

BMW is one step closer to selling you a color-changing car



BMW's previous concepts wrapped the entire vehicle in a patchwork of E Ink panels that were all custom-sized and shaped to match its contours. It was an approach that wasn't practical for mass production, and one that wasn't very durable. The new BMW iX3 Flow Edition is potentially the most exciting of all of BMW's concepts as it embeds the E Ink Prism technology directly into the structure of the vehicle's hood panel, instead of just slapping it on top. The new approach has "undergone BMW's stringent quality testing" so that it meets the "requirements of automotive engineering and everyday use," according to a release from E Ink.

The BMW iX3 Flow Edition's color-changing capabilities are limited to its hood with eight different animations (which

appear restricted to a grayscale palette) that can be changed by the driver at the push of a button. It's not exactly the color-changing car that BMW has been teasing for years and you still can't buy one, but by focusing on making this technology more practical and functional these vehicles are one step closer to moving past the concept phase.

<https://www.theverge.com/tech/918216/bmw-ix3-flow-edition-concept-car-2026-beijing-auto-show-e-ink-color-changing>