



Media Information  
10 December 2019

## **Street Art Cruising in Miami with the BMW M850i xDrive Convertible.**

**On the occasion of Art Basel held in the Sunshine State, BMW is accompanying artists Alexandre Arrechea and Spencer "MAR" Guilburt on their discovery tour through the city decorated with numerous world-famous murals - BMW is also official partner of Art Basel in Miami Beach in 2019.**

**Munich/Miami Beach** They are almost everywhere and yet not always easy to find. Large-format graffiti, also known as murals in their most artistic form, are an integral part of the street scene in Miami. The city in the south of the Sunshine State is regarded as the centre of Street Art. On the occasion of Art Basel Miami Beach (5 - 8 December 2019), BMW is accompanying artists Alexandre Arrechea and Spencer "MAR" Guilburt on a discovery tour to the most remarkable examples of modern mural painting in the metropolis on the Atlantic. The visual artist Arrechea and the street art specialist Guilburt will complete their Mural Tour in a vehicle that is also suitable for adding a visual touch to the streets of any urban conurbation. The elegant BMW M850i xDrive Convertible (fuel consumption combined: 10.2 - 10.0 l/100 km; CO<sub>2</sub> emissions combined: 231 - 228 g/km) is a prime example of advanced automotive engineering and offers a perfect unobstructed view of the bright blue sky, the spectacular architecture of Miami and the many facades of the city embellished by street artists.

As a long-standing global partner of the renowned Art Basel art fair, BMW is once again involved in Miami, for example with a VIP shuttle service and as part of the joint initiative BMW Art Journey and the BMW 8 Series Mural Tour. Alexandre Arrechea and Spencer "MAR" Guilburt cruise the city in the BMW M850i xDrive Convertible in search of the most fascinating murals. In their conversations they exchange artistic similarities and mutual inspiration for their work. In addition to the facades on which Guilburt has immortalised himself

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Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions.

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with his murals, one of the stops on their tour will be an excursion to an exhibition of Arrecha's works shown at Art Basel Miami Beach by the Nara Roesler gallery. Street art fans can follow their discovery tour on the artists' social media channels (@this\_means, @alexandrearrechea) and the BMW Group cultural engagement (@bmwgroupculture).

On the Mural Tour through Miami, the BMW M850i xDrive Convertible also shows off its impressive qualities. With its dynamic and elegant appearance, the open four-seater offers the most exclusive way to enjoy driving pleasure in a BMW 8 Series luxury sports car. 15 seconds are all it takes to open or close the classic textile soft top electrically. The luxurious ambience in the interior, the impressive sportiness of the drive and the advanced operating and networking technology form a unique combination, the charm of which is also immediately apparent to the two artists on their journey through the streets of Miami.

However, the performance characteristics of the open four-seater and its racing-inspired V8 engine with BMW TwinPower Turbo Technology and 390 kW/530 hp, are only hinted at, for example by the sonorous sound of the standard sports exhaust system and a few short intermediate spurts. The extroverted Sonic Speed Blue metallic paintwork highlights the generous surface design and precise lines of the open-air sports car without any restrictions. Thus the BMW M850i xDrive Convertible turns into an attraction when relaxedly cruising from the Wynwood Art District via South Beach to the Midtown Design District, which, like Miami's murals, attracts attention on almost every street corner.

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### **About the BMW Art Journey**

The BMW Art Journey is an initiative founded in 2015 by Art Basel and BMW to promote young artists worldwide. Since 2018, all artists exhibiting in the Discoveries Sector of Art Basel in Hong Kong have been invited to apply. The jury, consisting of internationally renowned experts, initially selects three artists each for the award shortlist. They can then submit their travel proposals, which aim to further develop their ideas and artistic practice. The jury then meets again and selects the winner from the three proposals submitted. For further information about the BMW Art Journey, please see: [www.bmw-art-journey.com](http://www.bmw-art-journey.com)

### **The cultural engagement of the BMW Group**

For almost 50 years, the BMW Group's international promotion of culture has been an essential part of corporate communications, with over 100 projects worldwide. The BMW Group's long-term commitment focuses on contemporary and modern art, classical music, jazz, architecture and design. In 1972 the artist Gerhard Richter produced three large-format paintings especially for the foyer of the Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have collaborated with BMW. In 2016 and 2017, the Chinese artist Cao Fei and the American John Baldessari designed the two new entries to the BMW Art Car Collection. In addition to its own formats such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich, Moscow and London, the company supports leading museums and art fairs as well as orchestras, jazz festivals and opera houses all over the world. As part of the Rolls-Royce Art Programme "Muse", the automobile manufacturer cooperates with two internationally renowned art institutions for the "The Dream Commission" initiative. Together with the Fondation Beyeler and the Serpentine Galleries, young and established artists are invited to create immersive digital pieces of artwork. Renowned personalities from the international art world such as Daniel Birnbaum, Hans Ulrich Obrist, Cao Fei and Theodora Vischer are responsible for the nomination and selection. In spite of its commitment to culture, the BMW Group sees absolute freedom of creative potential as self-evident - because freedom, it is just as much a source for groundbreaking works of art as for innovations in a commercial enterprise.

For further information: [www.bmwgroup.com/kultur](http://www.bmwgroup.com/kultur) und [www.bmwgroup.com/kultur/ueberblick](http://www.bmwgroup.com/kultur/ueberblick)

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### The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

[www.bmwgroup.com](http://www.bmwgroup.com)

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