

Media Information

April 5, 2022

WOW! WOW! WOW!

The only artist-signed THE 8 X JEFF KOONS is sold for 475,000 dollars at a charity Christie's auction in New York. All proceeds to benefit the International Centre for Missing & Exploited Children.

New York. On April 4, the only artist-signed BMW M850i xDrive Gran Coupé was sold at Christie's auction house for 475,000 dollars. After intense international bidding both online and on site, the hammer of Tash Perrin, Deputy Chairman and auctioneer at Christie's, finally went down to the applause of those invited to a festive dinner in Christie's main auction room. Guests included the artist himself, Alexander S. C. Rower, president of the Calder Foundation, the collector Larry Warsh, and the artist FUTURA 2000. This M850i xDrive Gran Coupé was the very last example being produced from the limited edition's 99 pieces which had sold out three weeks after its world premiere in mid-February. All proceeds of the auction go to the International Centre for Missing & Exploited Children (ICMEC), that Jeff Koons has personally been involved with for over two decades.

Jeff Koons, artist: "From the choice of colors to its overall look and use of material my car has a superhero feel to it. Giving to ICMEC and literally saving the lives of children is a superhero endeavor, now more than ever. I am thrilled that the auction of the car was such a great success! It should encourage anyone to get involved and appreciate the great work foundations are doing globally to make the world a better place."

"We at ICMEC are so grateful for the generosity of the winning bidder, BMW, and especially Jeff Koons, whose partnership and support is instrumental in our efforts to help make the world safer for children," says **Bob Cunningham, ICMEC CEO.**

"The funds raised from this collaboration will help ICMEC respond to the critical challenges children face from the pandemic and forced migration. This generous contribution will help us to develop better technologies to locate and identify missing kids, including children who are lost, abducted, or trafficked in conflict areas, and to advocate for policies, laws, and interventions that better address issues like the proliferation of child sexual abuse material, online grooming, and live streaming that have emerged as even greater threats to children during the pandemic."

Media Information

Date

April 5, 2022

Subject

Christie's Charity Auction of THE 8 X JEFF KOONS.

Page

2

"BMW is proud to support the International Centre for Missing & Exploited Children through our collaboration with Jeff Koons and the auction of this special edition vehicle, THE 8 X JEFF KOONS," said **Sebastian Mackensen, president and CEO, BMW of North America**. "Acting with responsibility is an important quality of our company, so it is especially gratifying to know that the proceeds from this auction will support children in need."

Bonnie Brennan, President of Christie's Americas, remarked: "It is truly an honor for us to partner with the BMW Group and Jeff Koons in the live charity auction of the M850i xDrive Gran Coupé. At Christie's, we believe in the power of art and design to change lives and are very proud to raise funds to support the International Centre for Missing & Exploited Children, which has improved the lives of countless children around the world for the better."

Christie's live charity auction at Rockefeller Plaza, where the car was on public display from April 1-4, highlighted the last example being built of THE 8 X JEFF KOONS. Offering the most exclusive version available from the original set of 99 pieces, this vehicle showcases the artist's signature on the B-Pillar. The lucky bidder can not only look forward to owning a car signed by Jeff Koons but will also be invited by the artist to a personal tour of his Manhattan studio.

THE 8 X JEFF KOONS represents one of the most extensive custom factory production processes ever undertaken by BMW. The unique exterior and interior liveries are authentic artistic creations by the artist himself. The vehicle's exterior features expressive and striking graphic design, combining 11 different exterior colors.

Following the charity auction in New York, THE 8 X JEFF KOONS will be presented at numerous art fairs and events in Europe, Asia and the Middle East, including the 16th Istanbul Contemporary, Paris Photo, the Goodwood Festival of Speed and West Bund Art & Design Fair Shanghai.

Corporate Communications**Media Information**

Date

April 5, 2022

Subject

Christie's Charity Auction of THE 8 X JEFF KOONS.

Page

3

BMW M850i xDrive Gran Coupé:

Combined fuel consumption: 11.0 – 10.7 l/100 km according to WLTP,
combined CO2 emissions: 251 – 243 g/km according to WLTP.

If you have any questions, please contact:

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About the International Centre for Missing & Exploited Children (ICMEC):

The International Centre for Missing & Exploited Children (ICMEC) is a non-governmental, non-profit organization working to make the world a safer place for all children by defending against child sexual exploitation, abuse, and the risk of going missing. Headquartered in the United States, ICMEC works with partners around the world to develop research, technologies, and educational resources to aid in the search and recovery of children who are missing, fight online exploitation online, and empower caring professionals, institutions, and communities to safeguard children from all forms of sexual abuse. For more information go to www.icmec.org.

Media Information

Date April 5, 2022

Subject Christie's Charity Auction of THE 8 X JEFF KOONS.

Page 4

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Eliasson Art Basel Max Hooper Schneider
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf
INTERACTION State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview

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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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