

**BMW is official partner of the Art Basel in Miami Beach 2014
Presentation of BMW Art Cars designed by Roy Lichtenstein
and Michael J. Nelson**

Miami. From December 4 to 7, the Art Basel in Miami Beach will open its doors for the 13th time. This year, BMW will once again be supporting the show as official partner. More than 250 leading galleries from North and South America, Europe, Asia and Africa will show masterpieces of modern and contemporary art as well as newly created pieces by emerging artists. As in previous years, BMW will again be involved in the 2014 art fair with an event of its own and will provide the official VIP shuttle service with 7 series vehicles for visitors to the show.

BMW is inviting visitors to view the legendary BMW Art Car by Roy Lichtenstein at the Botanical Garden next to the fair. In 1977, the artist designed the third vehicle in the BMW Art Car Collection, a BMW 320 Group 5. The colourful, vibrant Pop-art landscape reflects his famous comic strip style in the paintwork, the surroundings flashing by depicting the driver's view from the moving racing car. In Art Basel's Collectors Lounge in the Convention Center, the BMW Art Car by Michael Jagamara Nelson will also be on display. In 1989, the Australian chose the depiction of nature from aerial view for the design of his Art Car. His BMW M3 Group A is covered in mythological Aborigine shapes and patterns.

For almost 40 years now, the BMW Art Car Collection has fascinated art and design enthusiasts as well as car and technology aficionados all over the world with its unique symbiosis of fine art and innovative automotive technology. Until now, the collection includes 17 vehicles that were created by renowned artists such as Frank Stella, Roy Lichtenstein, Robert Rauschenberg, Jenny Holzer, Olafur Eliasson and Jeff Koons and has been presented at art fairs and museums all over the world. In 2014, BMW published the first comprehensive publication about the legendary BMW Art Cars - published by Hatje Cantz.

On December 3, 2014, BMW will announce a new global art initiative in collaboration with Art Basel aimed at supporting emerging artists.

In addition to the Art Basel's shows in Basel, Miami Beach and Hongkong, the BMW Group also supports other prestigious art initiatives worldwide such as the Gallery Weekend Berlin and the Kochi-Muziris Biennial in India. The company also cooperates on a long-term basis with numerous cultural institutions and artists around the world, supporting formats such as BMW Tate Live and the Preis der Nationalgalerie.

About Art Basel

Art Basel stages the world's premier art shows for Modern and contemporary works, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the world, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas, new inspiration and new contacts in the art world.
artbasel.com

Media Information

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BMW's Cultural Commitment

For over 40 years now, the BMW Group has initiated and engaged in more than 100 cultural partnerships worldwide. The focus of its commitment to culture is modern and contemporary art, jazz and classical music as well as architecture and design. BMW has worked with artists such as Gerhard Richter, Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons or Zaha Hadid and is a partner of museums such as the Guggenheim in New York and the Neue Nationalgalerie in Berlin. In London, BMW in partnership with the London Symphony Orchestra, hosts the BMW LSO Open Air Classics, a yearly live concert free of charge in Trafalgar Square, and supports both BMW Tate Live as well as Frieze Art Fair.

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

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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.

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