



BMW Motorsport

**Transforming the BMW M6 GT3 into a work of art: Cao Fei and John Baldessari to design the new BMW Art Cars.**

Munich (DE), 20<sup>th</sup> November 2015. BMW will continue a 40-year tradition in 2016, when internationally renowned artists are charged with designing exciting and unique liveries for two BMW M6 GT3s: to mark the 40<sup>th</sup> anniversary of this singular project, China's Cao Fei and American John Baldessari were nominated for this task by an expert jury, made up of notable museum directors and curators. Ian Robertson, Member of the Board of Management of BMW AG, announced the cooperation on 19<sup>th</sup> November, in front of 150 guests and the two artists, at the Solomon R. Guggenheim Museum in New York (US).

"As the BMW Art Car celebrates its 40<sup>th</sup> birthday, it is time to look to the future. The collection is the figurehead of the BMW Group's cultural commitment – the cars are synonymous with combining the latest technology with inspirational art. We are very proud to continue this tradition with such well-known artists," said Robertson.

BMW Motorsport Director Jens Marquardt, who presented the BMW M6 GT3 to the guests, said: "It is fantastic to be able to continue the tradition of the BMW Art Car series with the BMW M6 GT3. Motorsport and the BMW Art Cars have always been closely associated. Our racing cars, in one-off designs from renowned artists, enjoy cult status among the public. I am confident this will also be true of the works of art created by Cao Fei and John Baldessari. It goes without saying that we want to challenge for victories with the BMW M6 GT3. This combination of art and performance on the racetrack is truly unique."

The BMW M6 GT3 is the new spearhead of the BMW Customer Racing range. It is powered by a 4.4-litre V8 engine with M TwinPower Turbo technology, which has been slightly modified for use in motor racing. The power train has dry sump lubrication and generates up to 585 hp – with the whole car weighing less than 1,300 kilograms. The BMW M6 GT3 will compete in classic endurance races, such as the Nürburgring 24 Hours (DE) and the 24 Hours of Spa-Francorchamps (BE). It will also be run by many BMW Sports Trophy teams around the world.

Artists, Cao Fei and John Baldessari, will each design one BMW M6 GT3 next year. The two BMW Art Cars will be presented in 2017, after which they will be able to show what they are capable of on the racetrack. The artists are following a long line of illustrious colleagues, including Alexander Calder (US), Frank Stella (US), Roy Lichtenstein (US), Andy Warhol (US), Robert Rauschenberg (US) and David Hockney (GB). Most recently, artist Jeff Koons (US) designed a BMW M3 GT Art Car in 2010, which competed in the 24 Hours of Le Mans (FR).



"I'm thrilled to be able to join the magnificent list of BMW Art Car artists," said Cao Fei. "Acceleration, a concept that reminds me of my desire for speed as a runner during the Young Pioneers days, is deeply connected to the entangled contemporary relationships between velocity, energy, and the country."

John Baldessari said: "I was honoured to have many of my respected peers recommend me as a BMW Art Car artist. Creating art that exists outside of a museum is important to me, and should be a goal for all artists. This will definitely be my fastest artwork yet."

Since 1975, artists from all over the world have designed Art Cars, based on current BMW automobiles. The collection began when French racing driver and art lover Hervé Poulain (FR), in collaboration with Managing Director of BMW Motorsport GmbH at the time, Jochen Neerpasch (DE), invited his artist friend Alexander Calder to design the livery for a car. The result was a BMW 3.0 CSL, which contested the 24-hour race in Le Mans in 1975, where it was immediately adopted as a crowd favourite. This was the hour of birth of the BMW Art Car Collection. In 2010, Jeff Koons' latest addition to the series was unveiled at the Centre Pompidou in Paris (FR).

The BMW Art Cars are not only displayed in their home, the BMW Museum in Munich (DE), but can also be seen throughout Asia, Europe and America at international exhibitions and museums. The first comprehensive publication regarding the series was released in 2014. You can find more information at: <http://bit.ly/1JSDssV>

**The BMW Art Car Collection on the social web, at:**  
#BMWArtCar, <http://artcar.tumblr.com/>

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