



Media information
15 December 2023

BMW M Motorsport and PUMA present limited-edition BMW Art Car Capsule Collection inspired by Roy Lichtenstein.

+++ Exclusive BMW Lifestyle collection marks the 100th birthday of the prominent pop artist +++ Full outfit consisting of jacket, trousers, T-shirt, cap and sneakers +++ Design takes its cues from the BMW Art Car created by Lichtenstein in 1977 +++

Munich. To celebrate the 100th birthday of legendary artist Roy Lichtenstein (1923 – 1997), BMW M Motorsport has teamed up with PUMA to present an exclusive collection that brings the magic and allure of Le Mans and the BMW Art Cars onto the road and into wardrobes. As one of the key figures in the pop art movement, Lichtenstein played a defining role in the art scene of the 1950s and 60s with his comic-strip inspired works. In 1977 he came up with a masterpiece on wheels as part of the BMW Art Car project. And the BMW 320i Turbo bearing his artistic signature wasted no time in recording class victory in the 24 Hours of Le Mans race that year. Lichtenstein's design, featuring the "Ben Day dots" that became a personal hallmark, depicted a landscape appearing to move over its bodywork. The sun and cloud imagery in various colours adorning the doors of the car reference the 24-hour duration of this storied fixture of the motor racing calendar.

Inspired by the sports car's unique makeover, the "Ben Day dots" can be found on all the items in the BMW Art Car Capsule Collection in tandem with a vibrant colour palette. Each garment in the strictly limited-run special edition range has been carefully crafted and enthuses with expressive design elements that take their cues from the Lichtenstein 320i Turbo. The collection therefore represents a tribute to the celebrated artist, who always sought to blur the conventional dividing lines between high art and low art. It pieces together a full outfit made up of jacket, sweatpants, T-shirt, cap and PUMA Suede sneakers.

The BMW M MOTORSPORT RL BOMBER JACKET catches the eye with an all-over print inspired by Roy Lichtenstein, BMW M Motorsport branding and an embroidered PUMA logo on the chest. A ribbed collar, side pockets and colour-coordinated press studs combine with the jacket's casual fit to create a sporting appearance.

The BMW M MOTORSPORT RL SWEATPANTS echo the relaxed cut of the jacket and complement its sporty look with closed cuffs and Roy Lichtenstein appliqués



Media information

Date 14 December 2023

Subject BMW M Motorsport and PUMA present limited-edition BMW Art Car Capsule Collection inspired by Roy Lichtenstein.

Page 2

on both sides of the legs. The sweatpants, made from 70 per cent cotton and 30 per cent recycled cotton, come in an energising green tone and have a woven BMW M Motorsport logo on the back. Handy side pockets enhance their everyday practicality.

With a large BMW Art Car print on the back and discreet details like the PUMA cat logo on the chest and a BMW M Motorsport flag label on the side seam, the BMW M MOTORSPORT RL T-SHIRT makes a powerful visual statement. Produced from 70 per cent cotton and 30 per cent recycled cotton, this white T-shirt is extremely comfortable to wear.

Also finished in timeless white, the BMW M MOTORSPORT RL CAP puts smiles on faces with its striking, Roy Lichtenstein-inspired front print. The five-panel baseball cap is also adorned by a woven BMW M Motorsport logo on the side and an embroidered PUMA cat logo on the back. An adjustable, premium-quality metal clasp ensures a secure fit on any head.

The BMW M MOTORSPORT RL SNEAKER rounds off the collection. Based on the PUMA Suede, a true icon of the sneaker world that has set hearts beating a little faster for 50 years now, this shoe impresses with intricate embroidered graphics on the inner side, woven PUMA Formstrips on both sides and graphic detailing on the inside of the tongue. The Puma logo badge on the front is complemented by a BMW metal pin on the heel – a detail that highlights the exclusivity of the sneaker with just a hint of understatement.

The BMW Art Car Collection by Roy Lichtenstein from BMW M Motorsport and PUMA will be available from now on via the BMW Online Shop at lifestyle.bmw.com, at selected PUMA stores and at PUMA.com, priced as follows:

BMW M MOTORSPORT RL BOMBER JACKET, sizes S–XXL – € 200

BMW M MOTORSPORT RL SWEATPANTS, sizes S–XXL – € 120

BMW M MOTORSPORT RL T-SHIRT, sizes S–XXL – € 70

BMW M MOTORSPORT RL CAP, one size – € 50

BMW M MOTORSPORT RL SNEAKER, sizes 39–46 – € 120



Media information

Date 14 December 2023

Subject BMW M Motorsport and PUMA present limited-edition BMW Art Car Capsule Collection inspired by Roy Lichtenstein.

Page 3

In the event of enquiries please contact:

Corporate Communications

Cypselus von Frankenberg, Product Communication BMW Automobiles
Telephone: +49-89-382-30641
E-mail: Cypselus.von-Frankenberg@bmw.de

Alexandra Landers, Head of Product and Brand Communication BMW
Telephone: +49-89-382-30871
E-mail: Alexandra.Landers@bmw.de

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>



Media information

Date 14 December 2023

Subject BMW M Motorsport and PUMA present limited-edition BMW Art Car Capsule Collection inspired by Roy Lichtenstein.

Page 4

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

BMW Group Cultural Engagement

Staatsoper für alle Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Eliasson Art Basel Max Hooper Schneider
BMW Art Journey **INTERKULTURELLER DIALOG** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **KONTINUITÄT**
BMW Open Work by Frieze **PARTNERSCHAFT** Andy Warhol BMW Guggenheim Lab
Samson Young Bayerische Staatsoper BMW Welt Jazz Award **KREATIVE FREIHEIT**
INTERAKTION Bolshoi Theater Kyotographie Garage Museum of Contemporary Art
Premio de Pintura Paris Photo Lu Yang Art Dubai **NACHHALTIGKEIT** Tefaf Teatro alla Scala
BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors Leelee Chan Artsy

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 a 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

Facebook: <https://www.facebook.com/BMW-Group-Culture>

Instagram: <https://www.instagram.com/bmwgroupculture/>

@BMWGroupCulture

#BMWGroupCulture

#drivenbydiversity