

Media information

02 July 2025

BMW Art Car World Tour stops in Båstad, Sweden.

The Aurora 2025: BMW Art Cars by Calder, Lichtenstein, Warhol and Koons on display during Scandinavia's premier car and lifestyle event.

Båstad/Munich. The Aurora 2025 returned from June 27 to 29 at Norrvikens Trädgårdar, showcasing a remarkable collection of unique vehicles. In this exclusive setting, automotive culture, art and Scandinavian style come together in a fascinating way. A special highlight this year: the presentation of four BMW Art Cars from the world-famous BMW Art Car Collection. The iconic vehicles were shown side by side with selected BMW Classic models and exceptional collector's items from Scandinavia. BMW Group proudly partners with The Aurora since last year.

50 Years of BMW Art Cars

This year's partnership also celebrated a milestone in BMW's cultural legacy: the 50th anniversary of the BMW Art Car Collection. Since 1975, 20 artists have transformed BMW vehicles into "rolling sculptures". On the occasion of the anniversary, four of the most famous cars from the collection were on display at The Aurora 2025:

- Alexander Calder: BMW 3.0 CSL (1975)
- Roy Lichtenstein: BMW 320 Group 5 (1977)
- Andy Warhol: BMW M1 Group 4 (1979)
- Jeff Koons: BMW M3 GT2 (2010)

This year's exhibition at the event not only celebrated the artistic legacy of these masterpieces but also emphasizes BMW's commitment to cultural engagement and innovation.

"BMW has always believed in the synergy between art and mobility," said **Stefan Teuchert, President & CEO, BMW Northern Europe**. "The Aurora provides a unique platform to showcase our Art Cars alongside our latest models, merging our rich heritage with the future of mobility in an inspiring way."

In addition to the Art Cars, The Aurora featured a stunning array of extraordinary vehicles from BMW, MINI, Rolls-Royce, and BMW Motorrad, including historical models and modern editions. Visitors had the opportunity to experience the full potential of the BMW Individual program, showcasing the brand's dedication to customization and exclusivity.

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"The Aurora is not just an automotive event; it's a celebration of creativity, innovation, and the rich history of BMW," said **Filip Larsson, CEO of The Aurora**. "We are thrilled to have BMW as our main partner, bringing their iconic Art Cars and extraordinary vehicles to our attendees."

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture).

If you have any questions, please contact:

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BMW Group Cultural Engagement

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
Instagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)
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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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