

Media information

4 July 2025

Revving up art: Louwman Museum to open "Fine Art on Wheels" exhibition as part of the Art Car World Tour.

Eight "rolling sculptures" from the legendary BMW Art Car Collection on display in the year of its 50th anniversary.

The Hague/Munich. On Thursday 3 July, the Louwman Museum opened the "Fine Art on Wheels" exhibition, featuring a remarkable collection of eight iconic BMW Art Cars. This unique exhibition, which is only on display for two months, offers a rare opportunity to discover these masterpieces, designed by internationally renowned artists such as Andy Warhol, Roy Lichtenstein, David Hockney, and Esther Mahlangu. The exhibition will run from July 4 to August 31, 2025.

The selected cars illustrate the unique fusion of art, motorsport, and design that has characterized the BMW Art Car Collection since 1975. For this anniversary edition, the Louwman Museum has chosen eight examples that together form a journey through modern art history on four wheels:

- Alexander Calder: BMW 3.0 CSL (1975)
- Frank Stella: BMW 3.0 CSL (1976)
- Roy Lichtenstein: BMW 320 Group 5 (1977)
- Andy Warhol: BMW M1 Group 4 (1979)
- César Manrique: BMW 730i (1990)
- Esther Mahlangu: BMW 525i (1991)
- David Hockney: BMW 850 CSi (1995)
- Jeff Koons: BMW M3 GT2 (2010)

Ronald Kooyman, Managing Director of the Louwman Museum: "We are incredibly proud to have eight iconic rolling sculptures temporarily on display at the Louwman Museum, contributing to the celebration of the 50th anniversary of the BMW Art Cars. This special exhibition brings together art and automotive culture in a truly unique and inspiring way."

The exhibition at the Louwman Museum is part of the ongoing BMW Art Car World Tour, which showcases the legendary BMW Art Cars across various art and automotive platforms worldwide. Celebrating the 50th anniversary of the collection, this tour not only highlights the artistic brilliance of the collection but also emphasizes the innovative spirit of BMW as it continues to merge art with automotive excellence.

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The Art Car World Tour schedule is still evolving and will continue through most of 2026. Further stops and venues are planned, including Belgium France, Le Mans, Classic, Brussels, Zoute Gran Prix, Turkey, Contemporary Istanbul – and many others.

Practical Information

The exhibition will be on display from July 4 to August 31, 2025, at the Louwman Museum in The Hague. Due to expected high attendance, the museum will be open seven days a week during this period.

For more information, please visit: www.louwmanmuseum.nl/pers-fine-art-on-wheels

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

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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)

#BMWGroupCulture

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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