

Media information

14 August 2025

Iconic BMW Art Cars by Andy Warhol and Julie Mehretu are coming to North America.

BMW Art Car World Tour stops at Pebble Beach Concours d'Elegance and The Bridge.

Munich. For half a century, BMW Art Cars have provided a creative platform for renowned artists from across the globe to express their vision on an automobile. The BMW Art Cars by American artists Andy Warhol and Julie Mehretu will be exhibited at this year's Pebble Beach Concours d'Elegance. The display at the concours in North America is part of the BMW Art Car World Tour which celebrates the iconic collection in its jubilee year around the globe from Vienna to Hong Kong and Shanghai, from Dubai to Marrakech and Milan. Julie Mehretu's BMW Art Car will travel on to The Bridge.

Andy Warhol's BMW M1 Group 4 (#4, 1979)

Andy Warhol (1928–1987) is considered one of the most influential artists of the modern age and a major proponent of Pop Art. In just 28 minutes, Warhol covered the car – then the latest masterpiece by design legend Giorgio Giugiaro – in colours and textures that clearly reveal his artistic gestures, even today. Hervé Poulain, the founder of the BMW Art Car Collection, witnessed Warhol painting the car and compared it to a live dance performance. Andy Warhol's Art Car was raced for the first and only time at the 24 Hours of Le Mans in 1979.

Julie Mehretu's BMW M Hybrid V8 (#20, 2024)

Mixed media, print, painting: Julie Mehretu's works comment on social and political upheavals. Born in 1970 in Addis Ababa and now living in New York, Mehretu is one of the most successful artistic voices of her generation. She [first presented her artistically designed BMW M Hybrid V8 to the public at the Centre Pompidou in Paris in May 2024](#). After its race deployment in Le Mans a month later, this year marks the next chapter of the project in cooperation with the BMW Group: [the African Film and Media Arts Collective \(AFMAC\)](#).

With BMW Art Car #20 now returning to the artist's homeland for the first time, the presentation at Pebble Beach marks its North American premiere.

At the 74th **Pebble Beach Concours d'Elegance (17 August 2025)**, the signature event of Monterey Car Week, art buffs and motorsport fans alike will be treated to a rare display of these two spectacular examples from BMW's storied collection. This year's event serves as the perfect venue to celebrate two American-made masterpieces, as 2025 marks the 50th anniversaries of the BMW Art Car collection and BMW officially doing business in the USA. The 'rolling sculpture' by Julie Mehretu will then continue its journey to The Bridge in Bridgehampton, New York.

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In 2016, Bob Rubin, Shamin Abas, and Jeffrey Einhorn founded **The Bridge**, one of the nation's most exclusive annual automotive events, held by invitation only on the historic grounds of the original Bridgehampton Race Circuit. The event celebrates the site's rich racing heritage, showcasing over 200 post-war sports and competition cars. This year, visitors can look forward to a special highlight on **13 September 2025: Julie Mehretu's BMW Art Car #20** will be on display alongside the **McLaren Artura GT4 designed by American artist Mickalene Thomas**. Inspired by the idea behind the BMW Art Car Collection, the [Driven Artists Racing Team \(DART Car\)](#) commissioned award-winning multidisciplinary artist **Mickalene Thomas** to design a custom wrap for their very first race car, the McLaren Artura GT4. The car made its official debut on February 18th at the Classic Car Club Manhattan in New York. The DART initiative was founded by entrepreneur Zoë Barry, art advisor Spring McManus, and professional racecar driver Aurora Straus. It aims to showcase the achievements of women in the traditionally male-dominated fields of art and motorsport.

As part of the presentation of BMW Art Car #20 by Julie Mehretu and Mickalene Thomas' custom-designed McLaren, an **Art Talk with Julie Mehretu**, entrepreneur **Zoë Barry** and **Thomas Girst**, Global Head of BMW Group Cultural Engagement, will take place on **13 September at 4pm**. The conversation, moderated by art advisor **Spring McManus**, explores the innovative fusion of contemporary art and motorsports.

The BMW Art Car Collection.

The BMW Art Car initiative came from French racing driver and art dealer Hervé Poulain, who, together with then BMW Head of Motorsport Jochen Neerpasch, asked his artist friend Alexander Calder to paint a car. The result was a completely reimagined BMW 3.0 CSL, which went on to compete in the 24 Hours of Le Mans in 1975 and became a crowd favorite. In the years that followed, art icons like Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer, Jeff Koons, and Julie Mehretu have enriched the collection, each in their own individual style.

The BMW vehicles that have been turned into works of art using a wide variety of graphic and artistic techniques are as different as the artists themselves – from pure racing thoroughbreds to production vehicles and rare sports cars. The results are all vastly different. No two vehicles are alike. BMW Art Car artists are selected by an independent worldwide jury of museum directors and curators,

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and the artist always maintains complete creative freedom throughout the entire process.

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

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BMW Group in America.

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles and motorcycles in the U.S. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled over 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu
PARTNERSHIP BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest
Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

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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