

Media information
4 September 2025

FIFTY/FIFTY or A double anniversary: Celebrating 50 years of Rétromobile and the BMW Art Car Collection in Paris.

Display of legendary BMW Art Cars that have competed in the Le Mans race.

Paris/Munich. In 2026, Rétromobile, one of the world's most prestigious automotive shows for the classic car sector, will celebrate its 50th anniversary. So does BMW's collection of the legendary Art Cars. To mark this milestone, BMW is bringing together all BMW Art Cars that have raced in Le Mans for a spectacular reunion in Paris. From Alexander Calder's groundbreaking debut in 1975 to Julie Mehretu's sleek masterpiece in 2024, the BMW Art Cars that dared to race will return to the spotlight at Rétromobile 2026 – not on the track, but in all their glory.

BMW Art Cars on display at Rétromobile in Paris:

- #1 | Alexander Calder, BMW 3.0 CSL (1975)
- # 2 | Frank Stella, BMW 3.0 CSL (1976)
- #3 | Roy Lichtenstein, BMW 320i Turbo (1977)
- #4 | Andy Warhol, BMW M1 (1979)
- #15 | Jenny Holzer, BMW V12 LMR (1999)
- #17 | Jeff Koons, BMW M3 GT2 (2010)
- #20 | Julie Mehretu, BMW M Hybrid V8 (2024)

"Bringing these Le Mans Art Cars together in Paris is more than a tribute," says **Helmut Kaes, Head of BMW Group Classic**. "It's a statement: about courage, about creativity, and about the power of radical ideas that keep moving — even 50 years on."

50 years of "rolling sculptures": The BMW Art Car World Tour.

The Paris exhibition is part of the BMW Art Car World Tour, celebrating the 50th anniversary of the BMW Art Car Collection. Since the global kick-off in March 2025, the world tour has featured an ambitious exhibition programme on all five continents, engaging over 20 markets. The tour brings together art, innovation, and mobility in a celebration of bold vision. It will continue until the end of 2026 and will make additional stops in Belgium (Brussels, Zoute Grand Prix), Morocco (Marrakech), South Africa, the United States (Pebble Beach), Turkey (Contemporary Istanbul), and Italy (Milan, ADI Design Museum).

Since 1975, renowned artists from around the world have created BMW Art Cars. The idea was born when French racing driver and art enthusiast Hervé Poulain, together with Jochen Neerpasch, then Head of Motorsport at BMW, invited friend

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and artist Alexander Calder to paint a race car. The result – a vibrant BMW 3.0 CSL – competed in the 24 Hours of Le Mans in 1975, captivating the crowd and making history.

Over the decades, the collection has grown to include visionary works by Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer, Ólafur Elíasson, and many others. More recently, John Baldessari and Cao Fei used the BMW M6 GTLM and M6 GT3 respectively for dynamic entries at Daytona (2016) and Macau (2017). The BMW Art Cars by Jeff Koons and Julie Mehretu returned to Le Mans in 2010 and 2024.

"What better theme than Art Cars to celebrate the 50th anniversary of the Rétromobile show? We are very excited and delighted to unveil today both the official poster for the 2026 edition of the show and the official exhibition that will bring together these seven automotive masterpieces for the first time in France. I would like to warmly thank our friends at BMW for their trust and partnership in this fantastic human, technical and artistic adventure that is the BMW Art Cars collection," says **Romain Grabowski, director of Rétromobile**.

Rétromobile 2026: a highly anticipated edition dedicated to art.

Founded in 1976, Rétromobile is **celebrating its 50th anniversary**. To mark this milestone, the event organisers have gone all out: the first-ever edition in New York from 19 to 22 November 2026, a brand-new event dedicated to the phenomenon of modern supercars, the "Ultimate Supercar Garage," co-located with Rétromobile Paris. Above all, four exclusive exhibitions await visitors at the Parc des Expositions at Porte de Versailles. Among them, the first will spotlight an international artistic and mechanical phenomenon: the BMW Art Cars.

Practical Information

Place: Paris Expo Porte de Versailles

Public Days: 28 January – 1 February 2026

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Corporate Communications

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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

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Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview
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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.

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