

Media information

04 September 2025.

A celebration of 50 Years of BMW Art Cars at FNB Art Joburg 2025

+++ Official Vehicle Partner of FNB Art Joburg +++ Celebrating 50 years of BMW Art Cars: A legacy of design and innovation +++ A journey of artistic freedom and innovation +++

Johannesburg. Following the successful BMW Art Generation Vol. III experience at NIROX on 30 August, BMW Group South Africa is proud to serve as the Official Vehicle Partner of FNB Art Joburg, taking place from 4–7 September 2025. This partnership underscores BMW's enduring commitment to the global arts landscape, building on five decades of the iconic BMW Art Car series and cultural initiatives.

Celebrating 50 Years of BMW Art Cars

Since its inception in 1975, the BMW Art Car Collection has featured works from some of the world's most acclaimed artists, including Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer, and Ólafur Elíasson.

In 1991, Esther Mahlangu became the first African artist, and the first woman, to design a BMW Art Car, a historic moment that merged African heritage with contemporary automotive design. Her contribution remains a living tribute to her cultural legacy and BMW's global vision for innovation through art.

This milestone also coincides with the 50th anniversary of the BMW 3 Series, further highlighting BMW's tradition of design, craftsmanship, and cultural expression.

Immersive Experience at FNB Art Joburg

BMW's booth at the Sandton Convention Centre will transform into an immersive storytelling hub, celebrating five decades of the BMW Art Cars. Johannesburg takes its place on the global stage as part of the ever-expanding BMW Art Car World Tour, a journey that will span continents and continue well into 2026. Marking the 50th anniversary of this iconic series, the tour brings together a constellation of exhibitions across five continents, enriched by a vibrant array of events.

At the centre of the installation in Johannesburg are large format works by acclaimed automotive photographer René Staud, who has redefined the way the world sees cars through light and motion. His work traces the journey of

the BMW Art Car Collection from the very first Art Car created by Alexander Calder in 1975 (BMW 3.0 CSL) to the most recent, the 20th Art Car by Julie Mehretu (BMW M Hybrid V8). "A photograph of an Art Car is not about chrome or color — it's about the pleasure to turn speed into poetry," says René Staud.

Among the 10 featured BMW Art Cars are:

- Roy Lichtenstein / BMW 320 Group 5
- Andy Warhol / BMW M1 Group 4
- Ernst Fuchs / BMW 635 CSi
- Michael Jagamara Nelson / BMW M3 Group A
- César Manrique / BMW 730i

These striking images capture not only the vehicles themselves but also the visionary energy of the artists behind them, positioning BMW's booth as a gallery of movement, design, and innovation.

Complementing this presentation, BMW will also showcase the BMW Art Guide, alongside Jonathan Ball's 'To Paint is in My Heart' — a richly illustrated exploration of Esther Mahlangu's life and artistic journey. Together, these works invite visitors to experience the full scope of BMW's cultural legacy, from archival innovation to contemporary vision.

"BMW is celebrating 50 years of the iconic BMW Art Car Collection in 2025, underscoring our longstanding commitment to merging art, design, and innovation. As both a mobility leader and a cultural partner, we continue to support the arts in South Africa and globally. Through events such as BMW Art Generation and collaborations like BMW Young Collectors Co. and Zeitz MOCCA, we are shaping the future of African art patronage while honouring our legacy" states Taz Ramphisa, General Manager: Customer and Brand, BMW South Africa.

Premium Guest Experiences

As Official Vehicle Partner, BMW will provide chauffeur-driven services for guests, delivering the hallmark BMW experience of comfort, precision, and seamless mobility.

Join Us at FNB Art Joburg

BMW invites art lovers, collectors, and cultural innovators to experience this unique convergence of art, design, and mobility. Visit BMW's stand at FNB Art Joburg from 4–7 September and stay tuned for exciting announcements in 2026.

Event Details

- VIP Opening: 4 September 2025
- Public Days: 5–7 September 2025
- Venue: Sandton Convention Centre, Johannesburg

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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)

#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.

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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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