

Media information  
7 October 2025

## **BMW Art Car World Tour landmark stop at the Zoute Grand Prix.** Iconic “rolling sculptures” on display alongside the racetrack in Belgium.

**Knokke-Heist.** The BMW Art Car World Tour arrives in Belgium at the Zoute Grand Prix, celebrating five decades of artistic innovation. From New York to Istanbul, and from Hong Kong to Knokke-Heist, the tour connects cultures through a shared fascination for creativity and speed. Visitors will have the opportunity to admire iconic BMW Art Cars set against the backdrop of the Zoute Grand Prix (8-12 October 2025), an event renowned for celebrating automotive heritage, design elegance, and the timeless beauty of classic automobiles. The unique convergence of art and motoring provides a rare chance for the public to witness the seamless fusion of engineering and creative vision into a truly singular experience.

The presence of BMW Art Cars in Belgium highlights the global impact of the BMW Art Car initiative and its ability to connect diverse audiences through bold and compelling visual storytelling. By pairing the Art Car exhibition with the Zoute Grand Prix, BMW and the event organisers foster a dialogue between the timeless romance of classic cars and the ever-evolving language of contemporary art. This juxtaposition invites reflection on the intersection of movement, form, and identity—and how design continues to bring life into heritage.

The BMW Art Cars arriving in Belgium have travelled from across the world, including **Julie Mehretu** BMW M Hybrid V8, which was recently exhibited in New York and Istanbul. It joins masterpieces by **Alexander Calder, Frank Stella, Robert Rauschenberg, Matazo Kayama, Cesar Manrique, Esther Mahlangu, David Hockney**, and **Jeff Koons** for this very special public presentation.

Another milestone is that 2025 marks the centenary of Robert Rauschenberg's birth, offering a unique opportunity to celebrate the achievements of this pioneering American artist. This occasion will be commemorated with a year-long programme of international exhibitions and events. These will highlight his enduring influence on subsequent generations of artists and his dedication to social progress.

### **The the Zoute Grand Prix.**

Held annually in Knokke-Heist, the Zoute Grand Prix is one of Europe's most prestigious automotive events, where heritage, design, and innovation come together. The gathering unites collectors, enthusiasts, and creators to celebrate automotive culture.

For more information, please visit: <https://www.zoutegrandprix.be/en>

Media information

7 October 2025

Date

Subject BMW Art Car World Tour landmark stop at the Zoute Grand Prix. .

Page 2

**Celebrating 50 Years: 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, and the artist always maintains complete creative freedom throughout the entire process.

BMW Group's global cultural engagement and updates on the Art Car World Tour can be followed on Instagram at [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture).

If you have any questions, please contact:

**Corporate Communications**

Ilya Baryshev  
BMW Group Corporate and Governmental Affairs  
BMW Art Car World Tour  
Email: [Ilya.Baryshev@bmwgroup.com](mailto:Ilya.Baryshev@bmwgroup.com)

Media Website: [www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)  
Email: [presse@bmw.de](mailto:presse@bmw.de)

Media information

7 October 2025

Date

Subject

BMW Art Car World Tour landmark stop at the Zoute Grand Prix. .

Page

3

**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](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://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.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>