



Media information
28 November 2025

PUMA x BMW M Motorsport present Art Car Capsule Collection by Cao Fei.

+++ Premiere at the M Festival in Chengdu +++ Art Car Capsule Collection inspired by BMW Art Car #18 by Cao Fei +++ Collection with tech-inspired details, AR-style graphics and glow-in-the-dark elements +++ Now available worldwide, including at the [BMW Lifestyle Shop](#) +++

Chengdu/Munich. On 1 November, the PUMA x BMW M Motorsport Art Car Capsule Collection by Cao Fei was officially unveiled at the M Festival at Chengdu Tianfu International Raceway (China). The Chinese multimedia artist designed BMW Art Car #18, which debuted in 2017, on the basis of a BMW M6 GT3. By presenting the first digital Art Car, Cao Fei took the series into the 21st century. Physical and virtual elements combine to form a parallel, transmedia world that can only be fully experienced through augmented reality (AR) and film. In this way, Cao Fei mirrors the rapid pace of technological change in China, building a bridge between tradition and the future. Accordingly, the new BMW Lifestyle collection presents itself as a capsule of wearable art, reimagined with many new tech-inspired details, AR-style graphics, and glow-in-the-dark design elements.

The M Festival in Chengdu in early November brought together thousands of BMW M enthusiasts. It celebrated the brand's motorsport tradition, and its high-performance models. A highlight of the event was the keynote session with Chinese artist Cao Fei. She provided insights into the creation of BMW Art Car #18, which she designed to connect the real and digital worlds. And Cao Fei herself explained how, in collaboration with PUMA, this concept was turned into a physical BMW Lifestyle collection.

Glow-in-the-dark elements as an exclusive visual feature.

The exclusive PUMA x BMW M Motorsport Art Car Capsule Collection by Cao Fei comprises five pieces. They all represent different aspects of the Art Car #18 design. To reflect the project's connection to the digital world, selected details



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feature glow-in-the-dark elements. These add another visual highlight to the collection, which is now available worldwide, including at the [BMW Lifestyle Shop](#).

Puma BMW M Motorsport Cao Fei Cap – 50.00 euros

Puma BMW M Motorsport Cao Fei T-Shirt – 65.00 euros

Puma BMW M Motorsport Cao Fei Hoodie – 110.00 euros

Puma BMW M Motorsport Cao Fei Shoes – 140.00 euros

Puma BMW M Motorsport Cao Fei Jacket – 250.00 euros

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The BMW Group

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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.



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