

Media Information

21 January 2026

Rétromobile Paris:**Celebrating 50 Years of the BMW Art Car Collection.**

The BMW Art Car World Tour continues in 2026, kicking off in Paris, at one of the world's most prestigious classic car shows.

Munich/ Paris. The BMW Art Car World Tour, a celebration of the fusion between art and automotive innovation, marked the 50th anniversary of the BMW Art Car Collection in 2025 with an extraordinary journey across five continents. Featuring over 45 stops in more than 30 countries, the tour captivated hundreds of thousands of visitors with its iconic collection of 20 BMW Art Cars, each a masterpiece created by some of the world's most renowned artists. As the curtain falls on a remarkable year, the tour is set to continue its ambitious trajectory in 2026, beginning with a spectacular exhibition at Rétromobile in Paris.

The BMW Art Car World Tour: Reflecting on a global cultural success in 2025

The 2025 leg of the BMW Art Car World Tour was a resounding success and reached **over 2 million visitors** across flagship art fairs, museums, motorsport events and cultural institutions worldwide. Some of the highlights included stops at [Art Basel Hong Kong](#), [Art Dubai](#), Auto Shanghai, Concorso d'Eleganza Villa d'Este, Ultrace in Poland, 24 Hours of Le Mans and [Le Mans Classic](#), [Louwman Museum in The Hague](#), [Pebble Beach Concours d'Elegance](#) and [The Bridge in the USA](#), [Goodwood Revival](#), [Contemporary Istanbul](#), [Zoute Grand Prix in Belgium](#), [Frieze London](#), and [ADI Design Museum in Milan](#).

Each stop offered a unique opportunity for audiences to engage with the collection, which features works by renowned artists such as Andy Warhol, Roy Lichtenstein, Jenny Holzer, and Julie Mehretu. During art talks and accompanying events, visitors had the opportunity to learn background information about the 'rolling sculptures' on display and the history of the renowned collection. The Art Cars, ranging from racing thoroughbreds to rare production vehicles, showcased the diversity of artistic expression and BMW's unwavering commitment to cultural engagement. The initiative, which began in 1975 with Alexander Calder's reimagined BMW 3.0 CSL, has grown into a global phenomenon, uniting art and automotive enthusiasts alike.

Becoming the first BMW in the National Historic Vehicle Register, the BMW Art Car by Andy Warhol was officially added to the National Heritage Registry of the United States in 2025, underlining the collection's significance not only as a BMW initiative, but as a lasting contribution to global cultural history.

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Opening the next chapter: Rétromobile 2026.

The celebration continues in 2026, with the first stop of the BMW Art Car World Tour at **Rétromobile** in Paris. From **28 January to 1 February**, Rétromobile at Paris Expo Porte de Versailles will host a reunion of all seven BMW Art Cars that have competed at the legendary 24 Hours of Le Mans. This exhibition will feature iconic models, including the vivid colours of Andy Warhol's BMW M1 and the bold statements of Jenny Holzer's BMW V12 LMR. At the centre of the exhibition hall, BMW and Rétromobile will present a display inspired by the concept of a 'legendary garage':

- #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)

Rétromobile, celebrating its own 50th anniversary, provides the perfect stage for this historic gathering. Visitors will have the rare opportunity to witness the intersection of art, motorsport, and history, as the BMW Art Cars take centre stage in one of the world's most prestigious automotive events. The exhibition promises to be a visual feast, offering deeper insights into the creative processes of the artists and the cultural significance of the collection.

Rétromobile, often described as 'the world's most beautiful temporary garage', has been a gathering place for enthusiasts of exceptional vehicles since 1976. This international event, held in Paris, is the first show of the season for classic car lovers. For half a century, the show has attracted those who appreciate cars for their history and heritage rather than their performance. For its 50th edition, and for the first time in its history, Rétromobile is honoured to receive the high patronage of the French Ministry of Culture. This distinction confirms the major role played by the show in promoting a unique automotive heritage, a true cultural asset for France, recognised both nationally and internationally.

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Display of Alexander Calder's BMW Art Car in the centre of Paris

As part of the anniversary of Rétromobile and the BMW Art Car Collection, the **BMW Art Car #1 by Alexander Calder** is on display free of charge in the **courtyard of the Hôtel de la Marine** in Paris from **16 to 26 January**. The Hôtel de la Marine, an 18th-century gem located on Place de la Concorde in Paris, opened to the public in June 2021 after a restoration campaign led by the Centre des Monuments Nationaux.

2026 is also a significant anniversary for the artist Alexander Calder: In 1926, Calder came to Paris and created his iconic Cirque. To celebrate the centenary of Calder's arrival in France, the Fondation Louis Vuitton is holding a major retrospective in his honour this year. Furthermore, the Whitney Museum in New York has been devoting the exhibition "High Wire: Calder's Circus at 100" to his legendary work (since October 2025).

"After a year of waiting and preparations, the 50th edition of the Rétromobile show will open its doors in a few days, on 28 January. More than ever, we are eager to unveil the exhibition of the seven BMW Art Cars that participated in the 24 Hours of Le Mans, which will be stopping in France for the first time. In the meantime, fans of the brand and the show can already admire Alexander Calder's BMW Art Car / 3.0 CSL in the courtyard of the Hôtel de la Marine, Place de la Concorde, until 26 January," says **Romain Grabowski, Director of Rétromobile**.

Helmut Käs, Head of BMW Group Classic: "The BMW Group Classic is proud to support the BMW Art Car appearance at the Retromobile 2026 in close cooperation with the BMW Cultural Engagement, BMW France and the organizers of the Retromobile. There could not be a better reason: 50 years of Rétromobile and the BMW Art Car World Tour on the occasion of the 50th anniversary of the BMW Art Cars."

"Celebrating 50 years of the BMW Art Cars collection is above all a tribute to a visionary audacity that began half a century ago, when art and motor racing came together for the first time. This exceptional exhibition at Rétromobile marks a unique moment where creativity, innovation and heritage meet. The BMW Art Cars embody the very essence of our brand: a passion for design, performance and creative freedom. Bringing these rolling works of art together and sharing them with the public illustrates how art and mobility are shaping the future together," says **Vincent Salimon, CEO BMW Group France**.

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Practical information**BMW Art Car exhibition at Rétromobile**

From 28 January to 1 February 2026

Paris Expo Porte de Versailles, 1 Pl. de la Prte de Versailles, 75015 Paris

For access to Rétromobile, please register here: [PRESS ACCREDITATION](#)**Exhibition of Alexander Calder's BMW Art Car at Hôtel de la Marine**

From 16 to 26 January 2026, 8 am to midnight

Free admission

Courtyard of the Hôtel de la Marine, 2 place de la Concorde, 75008 Paris

Upcoming BMW Art Car World Tour 2026

Next stop of the BMW Art Car World Tour after Rétromobile include a presentation of Ernst Fuchs' and Jeff Koons' 'rolling sculptures' at [RETRO CLASSICS](#) in Stuttgart (February) as well as displays at Art Basel (Doha & Hong Kong), Turkey, Romania, Poland, Denmark, Sweden, Ireland, and Germany. Furthermore, an exhibition of the BMW Art Cars is planned at the BMW Welt in Munich in summer 2026.

The BMW Art Car Collection.

The BMW Art Car initiative, born from the vision of French racing driver and art dealer Hervé Poulain and BMW Head of Motorsport Jochen Neerpasch, has become a cornerstone of BMW's cultural engagement. Over the decades, the collection has grown to include works by Frank Stella, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jeff Koons, and many others, each contributing their unique artistic perspective.

BMW's commitment to culture extends far beyond the BMW Art Car Collection, encompassing more than a hundred initiatives across contemporary art, music, film, and design. The company's dedication to fostering creativity and innovation continues to resonate globally, as evidenced by the success of the Art Car World Tour.

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 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

Driven by Culture. Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As a 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, in the fields of contemporary art, music and film 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)

YouTube: <https://www.youtube.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.

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