

Media Information

02 April 2026

Northern Europe's largest BMW Art Car Exhibition opens at Classic Car House in Denmark.

Eleven iconic BMW Art Cars and original artist models merge the worlds of culture and motorsports.

Munich/Lyngby. As part of the BMW Art Car World Tour celebrating the 50th anniversary of the famous series, Classic Car House and BMW bring one of the most significant intersections of art and mobility to Denmark. From 27 March to 21 June 2026, Classic Car House (CCH) in Lyngby, north of Copenhagen, will host an exceptional exhibition of the legendary BMW Art Car Collection – presenting eleven BMW Art Cars.

"The automobile is an essential part of our cultural heritage – just as art is," says **Niels Folmann, CEO of Classic Car House.** "We are proud to present such a unique exhibition. The BMW Art Cars demonstrate in a fascinating way how art and technology can merge, when iconic BMW models become canvases for some of the world's most influential artists."

Never before have so many BMW Art Cars been exhibited together in all of Northern Europe. This exhibition marks the first comprehensive presentation of the collection, created by some of the world's most renowned artists, offering visitors a rare opportunity to experience these cultural icons side by side.

"The BMW Art Car Collection demonstrates how innovation emerges at the intersection of disciplines. Through the BMW Art Car World Tour, we are making this dialogue visible on a global scale. Following BMW Nordics' presentation of four BMW Art Cars at The Aurora in Sweden last year, eleven "rolling sculptures" are now coming to Denmark thanks to our partner, Classic Car House, marking the largest BMW Art Car exhibition ever presented in Northern Europe. This reflects our long-term commitment to cultural engagement and our belief that progress is driven by innovation and collaboration", says **Stefan Teuchert, President and CEO of BMW Group Northern Europe.**

For the first time ever, ten original BMW Art Car models – or maquettes - will also be presented in the exhibition and will illustrate five decades of artistic experimentation at the intersection of art, design, technology and motorsport.

Several BMW Art Car artists used the scale models as a field of experimentation to develop ideas for the design of their respective BMW Art Cars. These rarely seen objects thus offer a unique insight into the creative process behind the Art Cars, showing how ideas developed from concept to "rolling sculpture.

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BMW Art Cars on display at the Classic Car House:

- #2 | Frank Stella, BMW 3.0 CSL (1976)
- #3 | Roy Lichtenstein, BMW 320 Group 5 Race Version (1977)
- #4 | Andy Warhol, BMW M1 (1979)
- #7 | Michael Jagamara Nelson, BMW M3 Group A Race Version (1989)
- #10 | César Manrique, BMW 730i (1990)
- #11 | A.R. Penck, BMW Z1 (1991)
- #12 | Esther Mahlangu, BMW 525i (1991)
- #13 | Sandro Chia, BMW M3 GTR (1993)
- #14 | David Hockney, BMW 850 CSi (1995)
- #15 | Jenny Holzer, BMW V12 LMR (1999)
- #17 | Jeff Koons, BMW M3 GT2 (2010)

BMW Art Car original artist models:

- Alexander Calder
- Frank Stella
- Roy Lichtenstein
- Robert Rauschenberg
- David Hockney
- Andy Warhol M1
- Andy Warhol M1 camouflage
- Sandro Chia
- Jenny Holzer
- Julie Mehretu

The exhibition in Denmark unfolds against a moment of remarkable global momentum for the BMW Art Car World Tour. In late March, the tour made a major stop at Art Basel Hong Kong (27–29 March) with BMW Art Car #6 by Robert Rauschenberg, marking its debut in Asia. Further highlights include BMW Art Car #1 by Alexander Calder at RAD Art Fair in Bucharest (23–26 April), BMW Art Car #20 by Julie Mehretu at Market Art Fair in Stockholm (23–26 April), and BMW Art Car #19 by John Baldessari at the Concorso d'Eleganza (15–17 May), underscoring the tour's dynamic presence across key cultural platforms worldwide.

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Since its inception in 1975, the BMW Art Car initiative has invited leading artists to reinterpret the automobile as a medium for artistic expression. From painting and sculpture to photography and conceptual art, each Art Car reflects the spirit of its time while pushing creative and technical boundaries.

About Classic Car House.

Classic Car House opened in August 2023 and is Northern Europe's largest destination for classic car enthusiasts. Spanning 25,000 square metres on the former Agricultural Museum and Virumgaard sites, it combines museum, sales and hospitality functions – including a car hotel, workshop, restaurant and flexible event spaces – and is home to around 300 classic vehicles. The centre programmes regular cultural events, from car shows and rallies to talks and concerts.

The Art Car World Tour exhibition will be on display from 27 March to 21 June 2026 at Classic Car House.

Classic Car House
Kongevejen 79–85
2800 Kongens Lyngby

Opening times:
Monday closed
Tuesday - Sunday 10 am–6 pm
Thursday 10am–8pm

BMW Art Car World Tour.

The BMW Art Car World Tour, which kicked off in March 2025 and continues through August 2026, celebrates the 50th anniversary of the renowned BMW Art Car Collection with an extraordinary journey across flagship art fairs, museums, motorsport events, and cultural institutions worldwide. Featuring more than 50 stops in over 30 countries, the tour has captivated more than two million visitors with its iconic collection of 20 BMW Art Cars, each a unique masterpiece created by some of the world's most renowned artists.

Highlights of the tour include Art Basel Hong Kong, Art Dubai, Auto Shanghai, the Concorso d'Eleganza Villa d'Este, Ultrace in Poland, the 24 Hours of Le Mans and Le Mans Classic, the Louwman Museum in The Hague, Pebble Beach Concours d'Elegance and The Bridge in the USA, the Goodwood Revival, Contemporary

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Istanbul, Zoute Grand Prix in Belgium, Frieze London, Market Art Fair and The Aurora in Sweden, as well as Rétromobile in Paris.

The BMW Art Car World Tour will culminate in its largest exhibition to date at BMW Welt in Munich in summer 2026.

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at @BMWGroupCulture.

If you have any questions, please contact:

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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>

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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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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