

Media information
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BMW Group Middle East debuts BMW Art Car at annual Art Dubai fair

Dubai, UAE: Automotive performance, heritage and style seamlessly merged with creative endeavor and flair when one of BMW's famous Art Cars had its Middle East premiere at Art Dubai from 20-23 March.

The stunning BMW M3 Group A Race Version Art Car is the 8th edition in the long-running Art Car series of BMW and was created by Australian artist Ken Done. The breath-taking BMW M3 from 1989 celebrated its 30th anniversary at the art fair and wowed art and car lovers alike.

The car's bright colors and powerful brush strokes are symbolic of modern Australia with its sunny beaches and semi-tropical landscapes. The bodywork is emblazoned with an abstract portrayal of parrots and parrot fish as Ken Done saw a strong affinity between them and the BMW M3. The result is as appealing as it is original: Done has succeeded in representing speed and beauty in his own unmistakably Australian style. Dr. Hamid Haqparwar, Managing Director BMW Group Middle East, said: "It was a great honor to celebrate the 30th anniversary of Ken Done's Art Car at this year's Art Dubai. The BMW M3 Group A Race Version deeply impressed all visitors who appreciate classic vehicles as much as contemporary art. Therefore, we look forward to bringing more cars from the BMW Art Car Collection to the region as it is a wonderful collaboration between two worlds that share many important elements such as artistic expression, imagination and inventiveness."

Prof. Dr. Thomas Girst, Global Head of Cultural Engagement at BMW Group gave a most interesting presentation on the history of the BMW Art Car Collection: "BMW has a long and proud tradition of collaborations and partnerships with some of the world's most talented and renowned artists. And the BMW Art Car project is an example of how a wonderfully constructive dialogue has been created between two areas of work that encourage and thrive on creativity. With his personal interpretation of the BMW Art Car, the artist Ken Done successfully created one of the most stunning vehicles in the long-running series. The car was a great addition to this year's Art Dubai and was well received by attendees who were intrigued to hear the fascinating story behind its creation and the artist's motives and inspirations."

Commenting on their ongoing commitment to arts and culture, Ayhan Olcer, General Manager AGMC, said: "We were thrilled to be able to bring the BMW M3 Group A Race Version to Dubai as part of our partnership with the annual art event. Launched in 1975,

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the BMW Art Car project has featured influential figures such as Andy Warhol, David Hockney and Roy Lichtenstein and Jeff Koons. We as AGMC understand the responsibility we have as a business to help enrich the community we belong to. We live this commitment through our long-term partnership with Art Dubai. Art knows no language and helps us a lot developing social relations with our valued customers.”

But the BMW Art Car was not the only highlight BMW Group Middle East and AGMC presented at Art Dubai. The BMW area also hosted the all-new BMW X7 which is a new dimension in luxury and combines the presence, exclusivity and spaciousness of a luxury car with the versatile, agile driving properties of a Sports Activity Vehicle (SAV).

Pablo del Val, Artistic Director of Art Dubai, commented: “BMW’s engagement to contemporary art worldwide is second to none. The Art Car Project, with its 40+ years of collaborating with world-leading artists, is a prime example of the car company’s cultural commitment and this year added an exciting feature to Art Dubai.”

The three-year partnership with Art Dubai, in collaboration with AGMC, the official BMW Group importer for Dubai, Sharjah and the Northern Emirates, is one of the latest initiatives in BMW’s long-term arts and cultural engagement. For the past five decades, BMW has been partnering with hundreds of initiatives worldwide in the fields of jazz and classical music, modern and contemporary art, as well as architecture and design.

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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 and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

BMW Group Middle East

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The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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ABOUT AGMC: The official BMW Group importer for Dubai, Sharjah and the Northern Emirates

For over 42 years, AGMC has delivered premium automotive products and services to its customers as the exclusive importer for BMW Group cars and Motorrad in Dubai, Sharjah and the Northern Emirates. Established in 1976, AGMC has now become one of the most important markets for BMW Group Middle East.

Currently, AGMC has 26 sales and service facilities across Dubai, Sharjah and the Northern Emirates. These include four BMW showrooms, four MINI Showrooms, two Rolls-Royce Motor Cars showrooms for new and Provenance cars, as well as the world's first Rolls-Royce Boutique. In addition they have three Certified Pre-Owned car showrooms under the BMW Premium Selection Programme and one BMW Motorrad showroom. Service facilities include two body shops, six workshops and two car storage facilities and the only Rolls-Royce dedicated state-of-the-art aftersales facility. In 2016, AGMC were recognised as the highest selling dealership globally for Rolls-Royce.

AGMC is passionately committed to the communities it serves and demonstrates this with supporting activities and events which are helping nurture the potential of the region. For example, it has recently announced a three-year partnership with Art Dubai, and it is also a key supporter of the BMW Contemporary series - a local initiative exclusive for the Middle East, which aims to strengthen intercultural dialogue by providing artists platforms to share their work and stories. In addition, AGMC has a long-standing relationship with Dubai Police, through which the innovative BMW ConnectedDrive features are used with the aim of helping improve safety on the roads.

In 2017 AGMC welcomed its iPerformance models – a fleet of plug-in hybrid electric vehicles. With lower fuel consumption and Co2 emissions thanks to their high-performance electric motors, the new fleet of green, low-emission hybrid cars from AGMC is helping to carve a new path in the region's approach to sustainably-led transport. Last year also saw AGMC become the proud provider of Emirates Airlines' vehicle fleet, providing BMW 520i Tourings to all of the airline's Business Class passengers.

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About Art Dubai

Art Dubai is a leading international art fair as well as the world's leading platform for Contemporary and Modern art from the MENASA region.

Mirroring Dubai's position as a centre of trade and junction between different cultures, Art Dubai further acts as a place of discovery for art from centres that are usually omitted from the Western mainstream dialogue on art; in geographical terms referring to a region, which has recently become known as the 'Global South'.

Art Dubai promotes regional art and artists by featuring a unique mix of programming and commissioned works, often in partnership with other regional institutions. Redefining the role an art fair should play, Art Dubai cultivates an ecosystem for art, education and thought leadership beyond the commercial aspects of the fair. Two examples of this are the fair's critically acclaimed Global Art Forum, the largest arts conference in the Middle East and Asia, and Campus Art Dubai a one-of-a-kind educational programme in the UAE.

The fair further acts as a grassroots-type institution for art and art production through initiatives such as Residents, a programme-cum-gallery section for international artists, who are invited to the UAE for a 4-8 week residency to immerse themselves in the local scene.

Acting as a digital extension of Art Dubai's offering, Art Dubai Portraits is a commissioned film series profiling artists that are connected to the fair through its programming or participating galleries. This serves as a one-of-a-kind resource for curators and researchers working with art and artists from the region.

The fair is sponsored by Julius Baer and Piaget, with Madinat Jumeirah as the home of the event. The Dubai Culture & Arts Authority (Dubai Culture) is a strategic partner of Art Dubai and supports the fair's year-round education programme. BMW is the exclusive car partner of Art Dubai.

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