



BMW Middle East collaborates with Emirati artist highlighting sustainability for Art Dubai 2023

Dubai, March 2023: BMW Middle East has concluded yet another successful collaboration for Art Dubai, showcasing a striking and sustainable sculpture by contemporary Emirati artist Mohamed Ahmed Ibrahim.

The exhibition 'BMW Bonnet (2023)' was commissioned by BMW Middle East with artist Mohamed Ahmed Ibrahim who upcycled an old aluminum bonnet, infusing it with new life to create the BMW Bonnet – underscoring the automotive manufacture's commitment to promoting a culture of sustainability. sourcing material sustainably.

Sculptural in its form, the unique canvas of BMW Bonnet (2023) is imbued with abstract notations meditatively repeated in an obsessive yet gentle manner. The striking masterpiece is a visual representation of BMW's unwavering commitment to excellence in the automotive industry and showcases the importance of responsible consumption and production.

The exhibition aligns with the BMW Group's ongoing efforts on pursuing ambitious sustainability goals towards reduction in CO₂ emissions of over 40 percent by 2030 and becoming climate-neutral by 2050. In 2021, the Group signed an agreement with Emirates Global Aluminium (EGA) in the UAE to supply it with 43,000 metric tonnes of aluminium produced using solar power from Dubai's Mohammed Bin Rashid Al Maktoum Solar Park.

Mohamed Ahmed Ibrahim – among the UAE's first generation of contemporary artists from the late 1980s – finds similar inspiration in BMW Bonnet (2023) by responding to his environment through his experimental art, letting his subconscious find the forms with the region's natural landscapes as his muse – thereby bringing to life the artist and the BMW Group's commitment to sparking conversations that encourage the responsible use of resources. The extraordinary exhibit is thus more than just an art display; it is a powerful and inspiring tribute to our planet, a celebration of BMW's dedication to reducing global carbon-dioxide emissions, and a call to action to all who witnessed it at Art Dubai.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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