

Media Information

16 June 2025

**Two anniversaries, one special exhibition:  
50 Years of BMW Art Cars and the BMW 3 Series at the BMW  
Museum.**

BMW Art Car World Tour 2025 will stop off in Munich from 17 June with the legendary BMW Art Cars based on the 3 Series.

**Munich.** The BMW Museum in Munich is using a special exhibition taking place as part of the international BMW Art Car World Tour to celebrate the 50-year anniversary of both the legendary BMW Art Car Collection and the iconic BMW 3 Series. The exhibition will open its doors to visitors from 17 June, hot on the heels of the Le Mans 24 Hours race weekend. Fittingly, it was at Le Mans in 1975 that the first BMW Art Car – created by Alexander Calder – staged its glittering premiere. The exhibition, which runs until 1 February 2026, will see the BMW Museum present a trio of Art Cars based on the BMW 3 Series: Sandro Chia's BMW M3 GTR and the BMW M3 (Group A) cars designed by Michael Jagamara Nelson and Ken Done respectively.

The exhibition at the BMW Museum – the home of the BMW Art Cars when they are not on display at destinations around the globe – is one of the attractions of the ongoing BMW Art Car World Tour, the largest exhibition project yet in the 50-year history of the collection. The Tour has so far visited 12 markets on five continents, and will continue to showcase the legendary BMW Art Cars across numerous art and car platforms, and at institutes worldwide, over the coming year. The BMW Museum will use the special exhibition to provide insights into the artistic brilliance and history of the BMW Art Car Collection, as well as inviting visitors to explore the technical excellence of the 3 Series and the innovative power of the BMW brand.

**50 years of driving pleasure: the BMW 3 Series**

Since it first hit the roads in 1975, the BMW 3 Series has served as a byword for driving pleasure and a cornerstone for the success of BMW. Across five decades, it has reimagined the concept of the sports sedan, set new standards for performance and put smiles on the faces of millions of drivers around the world. From the groundbreaking first generation to today's innovative models, the 3 Series has been an enduring, style-defining feature of the automotive landscape.

**50 years of "rolling sculptures": the BMW Art Car Collection**

Since 1975, renowned artists from countries the world over have gone to work creating BMW Art Cars. The idea was the brainchild of French racing driver and art lover Hervé Poulain, who teamed up with BMW's then Head of Motorsport Jochen Neerpasch to invite friend and artist Alexander Calder to paint a design onto a car. The result was a BMW 3.0 CSL that competed in the 24 Hours of Le Mans in 1975,

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becoming a darling of the crowd – and marking the birth of the BMW Art Car Collection. Famous names including Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer and Ólafur Elíasson have since added further BMW Art Cars bearing their own individual style to the collection. More recently, the American John Baldessari and Chinese multimedia artist Cao Fei used the BMW M6 GTLM and BMW M6 GT3 respectively as a canvas for their takes on the BMW Art Car concept in 2016 and 2017. They therefore joined Jeff Koons and Julie Mehretu in applying their creativity to dynamic racing cars in the last 15 years.

**BMW Art Cars at the BMW Museum from 17 June****BMW M3 Group A by Ken Done (1989):**

Australian artist Ken Done created a vibrant and richly coloured design that captures the energy and dynamism of motor racing. His work represents a homage to the speed and power of the BMW M3.

"It was a great honour to be asked to be part of this fabulous Art Car collection. I wanted to express the joy of speed and the brilliance of the machine itself." Ken Done

**BMW M3 Group A by Michael Jagamara Nelson (1989):**

Michael Jagamara Nelson, also from Australia, brought the traditions of Aboriginal art to the bodywork of the BMW M3. His complex motifs using dot painting techniques tell Dreaming stories that are deeply rooted in the culture of his people.

"A car is a landscape as it would be seen from a plane – I have included water, the kangaroo and the opossum." Michael Jagamara Nelson

**BMW M3 GTR by Sandro Chia (1992):**

Italian artist Sandro Chia transformed a BMW M3 GTR into a painting on wheels that depicts human figures and emotions in vivid colours. His work symbolises the connection between man and machine, and invites us to reflect on the role of the car in modern society.

"I have created both a picture and a world. Everything that is looked at closely turns into a face. A face is a focus, a focus of life and the world." Sandro Chia

The 10th BMW Art Car, a BMW 730i designed by Spanish artist César Manrique in 1990, is also on show at the BMW Museum as part of its permanent exhibition.

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For more information, please visit:

[BMW Art Cars at the BMW Museum](#)[BMW Art Car World Tour](#)

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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

Why Culture? Why not! 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](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/overview)Instagram: [@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 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 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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