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BMW to Present David Hockney's Art Car at Paris Photo Los Angeles as Official Partner of the Prestigious Art Fair.

Woodcliff Lake, NJ – February 10, 2014 . . . For Paris Photo's second edition at the Paramount Pictures Studios in Los Angeles, BMW is proud to present the 850CSi Art Car by David Hockney. Almost 20 years after its creation in 1995 the Art Car returns to its roots in LA, the city that has been Hockney's home town for more than 40 years. "It would be good to perhaps show the car so you could be looking inside it", Hockney described his approach to the project. He put the idea into practice in his very own style of pop art that became as popular as Andy Warhol's amongst connoisseurs worldwide.

Since 1975, prominent artists from throughout the world have designed BMW automobiles of their times, all making extremely different artistic statements. The seventeen exhibits created for the Art Car Collection until now include works by well-known artists such as Frank Stella, Roy Lichtenstein, Robert Rauschenberg, Jenny Holzer, Olafur Eliasson and Jeff Koons. The Art Cars reflect the cultural and historical development of art, design, and technology and have been presented by major museums around the world, including the Guggenheim and the Louvre.

In its 11th year of partnership with Paris Photo, BMW once again provides the VIP shuttle service. This year as Official Partner, BMW also presents the VIP "Close-up" program. Besides the David Hockney Art Car, BMW will display its i8, introducing a new era of sustainable performance. With its futuristic design and groundbreaking technology, the i8 is the world's most forward looking sports car made out of carbon fiber and BMW's first high-performance plug-in hybrid.

For over a decade now, BMW has been an active partner of renowned international art fairs including Frieze NY and London, as well as Art Basel in Hong Kong, Miami and Basel, the Berlin Gallery Weekend and TEFAF Maastricht.

Paris Photo LA

Paris Photo Los Angeles, the second US edition of the world's most celebrated art fair for works created in the photographic medium, will take place at Paramount Pictures Studios offering the ideal setting to explore how artists have been and are using photography and moving image in their work in the 20th and 21st centuries.

The fair will be held April 25-26, 2014 from 12:00 to 7:00 pm and April 27 from 12:00 to 6:00 pm.

For more information, please visit <http://losangeles.parisphoto.com>.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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