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## **BMW and Jeff Koons Reunite for Limited Edition BMW M850i xDrive Gran Coupe.**

- **BMW and world-famous artist Jeff Koons reunite to create The 8 x JEFF KOONS, a limited edition BMW M850i xDrive Gran Coupe custom designed by the artist.**
- **A limited number will go on sale following the vehicle's debut at Frieze Los Angeles in February 2022.**
- **Koons and BMW originally collaborated on BMW Art Car #17, a one-of-a-kind 2010 BMW M3 GT2 that raced in the 24 Hours of Le Mans that same year.**

**Woodcliff Lake, NJ – September 4, 2021...** Renowned American artist **Jeff Koons**, together with **Oliver Zipse, Chairman of the Board of Management, BMW AG**, announced today that the artist will create a limited edition of the BMW M850i xDrive Gran Coupé. **The 8 x JEFF KOONS** will be produced in limited numbers for public sale following its world premiere at Frieze Los Angeles in February 2022.

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"I am very proud to announce a new partnership with Jeff Koons. And let me say: I love what he has come up with!" **said Oliver Zipse, Chairman of the Board of Management, BMW AG.** "The M850i xDrive Gran Coupé is as close to our hearts as any BMW, and Jeff's design of the car is full of joy and passion. Ever since we relaunched our collaboration, Jeff has said that he's proud to be back with the BMW family. Dozens of engineers and designers have given their all to celebrate our partnership and make his vision come true. Welcome back, Jeff Koons!"

BMW originally collaborated with Koons in 2010, when the artist created the 17<sup>th</sup> BMW Art Car, a unique BMW M3 GT2 which raced at the 24 Hours of Le Mans that same year. Today, the Koons BMW Art Car is among the most instantly recognizable entries in the collection.

“I am thrilled and honoured about the opportunity to work with BMW again and to create a limited edition car,” **said Jeff Koons**. “I was thinking very intensely about it: what is the essence of the M850i xDrive Gran Coupé? What is the essence of power? How can I create something that exemplifies all the energy of the BMW 8 Series that is also able to touch upon the human element? It’s just a wonderful opportunity to be working as part of the BMW family again.”

The complete body of **THE 8 X JEFF KOONS** will be handcrafted, with a multi-layer paint taking 285 hours to apply onto each car. The expressive and striking design combines eleven different exterior colors ranging from blue to silver and yellow to black. The multi-colored interior is comprised of high-end materials, fine leather and a cupholder cover with special edition badging and the artist’s engraved signature. The seats are made up of the striking red and blue colors of BMW’s very own M brand. Overall, the energetic and powerful design includes elements of pop art, as well as geometric patterns, paying homage to the M850i xDrive Gran Coupé’s intricate contours and shape.

“In 2021, we are celebrating 50 years of cultural engagement worldwide. We love the arts and the bold voices of our time. Our passion is emotion and to be able to work closely with Jeff Koons again has been an extraordinary source of inspiration,” **said Adrian van Hooydonk, Head of BMW Group Design**. “What better artist to collaborate with on the M850i xDrive Gran Coupé? Luxury and elegance are best evoked in a masterpiece of artistry, immersing us in something precious to behold. We are always looking for great minds who think alike - who extend the limits of aesthetics and perception in their very own fields. It is a true pleasure to jointly create that experience together with Jeff Koons, one of the greatest artists of our time.”

BMW and Koons will present the limited edition M850i xDrive Gran Coupé at Frieze Los Angeles art fair in February 2022. On the occasion of the announcement in Munich today, the artist's very own Art Car as well as those by Alexander Calder, Andy Warhol, Roy Lichtenstein, Robert Rauschenberg, John Baldessari and Esther Mahlangu are on display at the Pinakothek der Moderne, showcasing the great legacy of BMW's worldwide commitment to the arts for half a century.

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### **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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 116 MINI passenger car dealers, and 38 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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