



**Contact:** Luke Parker  
BMW of North America  
(551) 502-7379 / [luke.parker@bmwna.com](mailto:luke.parker@bmwna.com)

Phil Dilanni  
BMW of North America  
(201) 785-4555 / [phil.dilanni@bmwna.com](mailto:phil.dilanni@bmwna.com)

## **BMW Returns to Art Basel Miami Beach 2025 with Acclaimed Artist Kennedy Yanko.**

- BMW is an official partner for this year's edition of Art Basel Miami Beach, taking place December 5 to 7, 2025.
- A special event featuring Yanko will explore the intersection of automotive design and contemporary sculpture.
- As always, Art Basel First Choice VIP guests will have access to exclusive shuttle service in BMW's flagship models.

**Miami Beach, FL – December 4, 2025...** As Art Basel's Official Global Automotive Partner, BMW reinforces its longstanding dedication to the arts — a commitment that spans over five decades. Since 1972, BMW has championed artistic innovation through hundreds of initiatives worldwide. While the partnership with Art Basel has flourished for over 20 years, this year's return to Art Basel Miami Beach, in collaboration with renowned artist Kennedy Yanko, marks another important chapter in BMW's broader cultural legacy.

Company  
BMW of North America, LLC

A BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
200 BMW Drive  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
[bmwusanews.com](http://bmwusanews.com)

Known for her mastery in transforming industrial materials and "paint skins" into dynamic, fluid forms, Yanko's work challenges conventional perceptions of materiality and motion. Her sculptural installation is a direct homage to the expressive spirit and bold aesthetics of the BMW XM Label, capturing the 738-horsepower performance SUV's duality.

This collaboration exemplifies a shared philosophy between Yanko and BMW's design ethos; both rooted in experimentation and uncompromising craftsmanship. It builds on a relationship that began during Art Basel Miami Beach 2021, when Yanko helped unveil the BMW XM Concept Vehicle, previewing the bold design language of what would become the series-production BMW XM Label — the model now accompanying her work this week.

### **Exclusive Activation with Kennedy Yanko**

Reinforcing the brand's dedication to exclusive, world-class cultural opportunities for its valued community, on Thursday, December 4, BMW will host an intimate event offering unparalleled access to Yanko's sculpture. A BMW XM Label finished in Santorini Blue paint by BMW Individual will compliment Yanko's latest piece. Hussein Al Attar, Director of Automotive Design at Designworks in Santa Monica, CA, will join Yanko to share his perspective on the parallels between impactful vehicle aesthetics and the art of sculpture.

"It's always a joy to work with BMW, a partner that understands how design can move people—literally and emotionally. My conversation with Hussein about the shared language between sculpture and automotive design revealed compelling parallels in how we each shape materials to express power, motion, and intention," said Yanko.

### **A 50-Year Legacy of Driving Culture**

BMW's expansive engagement in arts and culture covers music, architecture, design, contemporary art, and beyond. The iconic BMW Art Car Collection remains a testament to this legacy, featuring rolling masterpieces by visionaries such as Andy Warhol, Roy Lichtenstein, and Jeff Koons. From long-standing collaborations with leading cultural institutions to its enduring partnership with Art Basel across Miami Beach, Basel, and Hong Kong, BMW underscores its belief that creativity is a universal language — and a driving force for innovation, connection, and progress.

# # #

### **BMW Group in the United States.**

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled more than 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 351 BMW retailers, 143 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The

company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusa.news.com](http://www.bmwusa.news.com) [www.miniusa.news.com](http://www.miniusa.news.com) and [www.press.bmwna.com](http://www.press.bmwna.com)

**About Art Basel.**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, Paris, and Qatar. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded through new digital platforms including Zero 10 and the Art Basel App, and initiatives such as the Art Basel and UBS Global Art Market Report and Survey of Global Collecting, Art Basel Awards, and Art Basel Shop. For further information, please visit [artbasel.com](http://artbasel.com).

# # #