

BMW Group

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BMW Unveils New "Home of X" Sculpture at the BMW Zentrum in South Carolina.

- New landmark celebrates Plant Spartanburg's role as the global home of BMW X Sports Utility Vehicles.

Spartanburg, S.C. – June 30, 2026... BMW today unveiled a new "Home of X" sculpture outside the BMW Zentrum in South Carolina, creating a bold new landmark that celebrates Plant Spartanburg's role as the global home of BMW X Sports Utility Vehicles and serves as a lasting symbol of BMW's commitment to South Carolina and the United States.

Designed by Designworks, a BMW Group company, the sculpture transforms the iconic "X" into an immersive architectural experience that visitors can walk through, gather around and interact with. The sculpture reflects the significance of Plant Spartanburg, where BMW X models are assembled for customers around the world, and reinforces the plant's identity as the Home of X.

Rising from a base bearing the outline of the United States, the sculpture's twisting, illuminated form reflects the innovation, capability and forward-looking spirit that define the BMW X family. Rather than representing any single vehicle, the sculpture captures the broader character of BMW X and the significance of Plant Spartanburg, which has played a central role in the success of the BMW X family.

"The goal was to create something that immediately communicates the significance of Plant Spartanburg," said Julia De Bono, CEO/Studio Director of Designworks. "We wanted to transform the BMW X it into a physical experience that people can engage with. Inspired by the people, technology and landscape that have shaped Plant Spartanburg, the sculpture is designed to feel both timeless and dynamic—a symbol of the BMW X family and the future it represents."

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The sculpture was developed around three interconnected themes—community, territory and technology—which serve as the foundation for the Home of X story.

The community narrative honors the people and associates whose dedication has helped make Plant Spartanburg a cornerstone of BMW's global production network. The territory narrative recognizes the United States as the birthplace and largest market for BMW X models. The technology narrative highlights the innovation and manufacturing expertise behind the BMW X models assembled in South Carolina.

Designed as more than a traditional sculpture, the sculpture invites visitors to become part of the experience. Open spaces within the structure create places to sit, gather and reflect, while integrated lighting transforms the sculpture throughout the day and night. Its upward-reaching form serves as a beacon, symbolizing the continued evolution of the BMW X family and BMW's future in the United States.

"Designing this sculpture as an automotive designer meant translating a motion-driven visual language into something permanently still," said Nicola Mondini, Creative Director, Automotive Design, Designworks. "While seemingly counterintuitive, we had to create a sculpture that felt dynamic and future-oriented, yet stable enough to become a gathering place for people—where the final form isn't just expressive, it actually becomes part of their everyday lives."

The Home of X story continues inside the BMW Zentrum, where new exhibits expand on the themes of community, territory and technology through immersive displays highlighting the history of BMW X models, the advanced manufacturing technologies at Plant Spartanburg and the people who have helped shape BMW's success in South Carolina.

Each of the three zones inside the Zentrum is designed to immerse visitors in a distinct dimension of the Spartanburg story. In the territory zone, milestone BMW X models are paired with diverse American landscapes, guiding visitors on a journey through the plant's history and its deep roots in the US. The technology zone offers a window directly into the manufacturing process, bringing the precision and innovation behind each X model to life. The community zone follows two parallel journeys: the making of a vehicle on the assembly line, told through the faces and hands of the workers who bring it to life, and the story of a person's relationship with BMW, from first encounter to devoted driver—capturing the emotional connection between the brand and the lives it touches.

"This is a full-circle moment for Designworks. We shaped the first BMW X model, and we've been part of the Spartanburg story ever since," said Paul Ferraiolo, Director, Strategy & Partnering, Designworks. "This sculpture connects BMW's past to its future—and honors the people who build it every day."

The sculpture made its public debut during BMW's Home of X event, where media, guests and company leaders gathered to celebrate the completion of BMW's \$1.7 billion investment in South Carolina operations, Plant Spartanburg's position as the global Home of X and the world premiere of the all-new BMW X5. The sculpture transforms the Home of X theme into a permanent landmark that visitors can experience for years to come.

Together, the Home of X sculpture and the enhanced BMW Zentrum experience create a new destination for visitors while celebrating the legacy, innovation and future of BMW X models assembled at Plant Spartanburg.

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About Designworks

Designworks is the BMW Group's innovation studio and a global creative consultancy at the intersection of design, technology, and innovation. The studio specializes in mobility, product, and digital life design, as well as strategic design consulting. Founded in Malibu, California in 1972 by Chuck Pelly, Designworks became a wholly owned subsidiary of the BMW Group in 1995. Today, the studio serves as a creative driving force for all BMW Group brands while partnering with clients across a wide range of industries, including aviation, agriculture, mobility, consumer electronics, and spatial experiences. With studios in Los Angeles, Munich, and Shanghai, Designworks helps organizations envision and create future products, services, and experiences through a human-centered approach to innovation. Since 2024, the studio has been led by Anders Warming.

www.bmwgroupdesignworks.com

BMW Manufacturing Co., LLC

BMW Manufacturing Co., LLC is a subsidiary of BMW AG in Munich, Germany, and assembles the BMW X3, X5, X5 M, X7, and XM Sports Utility Vehicles and the BMW X6 and X6 M Sports Activity Coupes. In addition to the South Carolina manufacturing facility, BMW Group North American subsidiaries include sales, marketing, and financial services operations in the United States, Canada and Latin America; a manufacturing plant in San Luis Potosi, Mexico; and a design firm and technology office in California. For more information on BMW Manufacturing, visit www.bmwusfactory.com.

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