

BMW Art Cars at The Aurora

This year, BMW will showcase four Art Cars at The Aurora, June 27-29th in Norrvikens Gardens, Båstad, Sweden. It will take place in conjunction with BMW celebrating 50 Years of Art Cars. It will be a unique opportunity to view these priceless rolling art pieces.

The Art Cars on display will be:

1975 BMW 3.0 CSL by Alexander Calder

The BMW 3.0 CSL by Alexander Calder marked the beginning of the BMW Art Car Collection in 1975—and stands as one of the artist's final works. Known for his vibrant mobiles and monumental sculptures, Calder brought his signature style to the race car with bold colors and sweeping forms. The car competed once, at Le Mans in 1975, before retiring due to a mechanical issue. It has since become an icon on display, blending art, engineering, and motorsport heritage.

3.2 liter six-cylinder inline engine, 480 horsepower. Top speed of 291 km/h.

1977 BMW 320i Turbo by Roy Lichtenstein

Roy Lichtenstein's BMW 320i Art Car, unveiled in 1977, brings his iconic pop art style to life with vivid "Benday Dots" and flowing lines meant to depict the car's journey—even before it begins. "I wanted the lines I painted to be a depiction of the road showing the car where to go," he said. After its debut at the Centre Pompidou in Paris, the car raced at Le Mans, finishing first in its class. Lichtenstein, a pioneer of American pop art, saw the car as a canvas for storytelling in motion.

2-liter four-cylinder inline engine, 300 horsepower. Top speed of 257 km/h.

1979 BMW M1 by Andy Warhol

Andy Warhol's 1979 BMW M1 Art Car is one of the most iconic in the collection. Painted by Warhol himself—directly onto the car with expressive brush and finger strokes—it captures the sensation of speed in motion. "When a car is going really fast all the lines and colors become a blur," he said. The 470 bhp M1 went on to race at Le Mans, finishing second in its class and becoming a fan favorite for its raw energy and bold visual impact.

3.5 liter six-cylinder inline engine, 470 horsepower. Top speed of 307 km/h.

2010 BMW M3 GT2 by Jeff Koons

Jeff Koons' BMW Art Car, unveiled in 2010 at the Centre Pompidou, brought his signature burst of energy and color to endurance racing. Just 10 days later, the car competed at the 24 Hours of Le Mans and quickly became a fan favorite, inspired by speed and power.

Koons, one of the most celebrated contemporary artists, designed the car to evoke motion—even at a standstill—blending art and performance in a striking tribute to motorsport.

4-liter V8 engine, 500 horsepower. Top speed of 300 km/h.

Link to photos: <https://we.tl/t-NQVsCk3tRw>

For additional photos and other media requests, please contact:

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