



The Aurora — Scandinavian Hospitality, BMW Art Cars, and Koenigsegg Masterpieces

(Båstad, Sweden) — The Aurora, Scandinavia’s leading car and lifestyle event, returns to Norrviken Gardens in Båstad, Sweden, from June 27–29, 2025. Following its celebrated debut, the second edition will showcase an even more exceptional lineup of automobiles, including a selection of iconic BMW Art Cars, marking 50 years of this iconic collection.

Our Hypercar Partner, Koenigsegg, returns with another extraordinary lineup. At last year’s event, The Aurora proudly hosted the world premiere of the groundbreaking Koenigsegg Chimera.

In addition, The Aurora 2025 will offer an expanded lifestyle experience, and an unforgettable weekend for the whole family.

Building on the resounding success of its 2024 debut, The Aurora has cemented its place as a premier event on the global automotive and lifestyle calendar – where Classic Icons and Hypercars converge.

Last year’s event drew over 10,000 visitors from across the globe. This year, the team behind The Aurora is setting its sights even higher — aiming to welcome 15,000 guests. Helping drive that ambition is a world-class line-up of partners and a collection of extraordinary automobiles, many of which have never before been seen in Scandinavia.

BMW Group Remains as Main Partner

BMW Group has committed to a multi-year partnership, further solidifying The Aurora’s position as a must-attend Concours on the international event calendar. Spectators will be able to see vehicles from BMW, BMW Motorrad, Mini, and Rolls-Royce.

"BMW's deep commitment to heritage and innovation aligns perfectly with our vision for The Aurora. Their dedication to classic cars while continuously pushing the boundaries of the future makes them an ideal partner for us. We couldn't be more excited to have one of the most iconic manufacturers by our side," says **Filip Larsson**, CEO of The Aurora.

"Over BMW Group's more than 100-year history, we have produced a plethora of iconic models. The Aurora bridges our great history with the future of mobility – in an emotional and inspiring way. At the event, visitors will have the chance to experience historic models and test drive exclusive models from today, in a stunning setting", **Stefan Teuchert**, President & CEO, BMW Northern Europe.

This year, BMW will showcase four Art Cars 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.

This year, BMW's theme, “**One of One,**” celebrates the most unique and exclusive creations to leave Munich's factory gates. As part of this showcase, BMW will present a selection of vehicles demonstrating the full potential of the BMW Individual program, showcasing what they can do for their most enthusiastic customers. Amongst the cars that BMW will bring to The Aurora are:

2000 BMW X5 Le Mans (E53)

A high-performance concept that redefined what an SUV could be. Powered by a 6.1-liter V12 engine derived from the Le Mans-winning BMW V12 LMR race car, the X5 Le Mans produces over 700 horsepower and 720 Nm of torque. It accelerates from 0–100 km/h in just 4.7 seconds and boasts a top speed exceeding 311 km/h. First revealed at the 2000 Geneva International Motor Show, this singular vehicle held the SUV lap record at the Nürburgring for nearly two decades.

2000 BMW M3 Touring (E46)

A tantalizing glimpse at what could have been. Although fully engineered and production-ready, the E46 M3 Touring was never released to the public. Equipped with a 343-horsepower inline-six and 365 Nm of torque, the car remained hidden in BMW's secret garage until its surprise unveiling in 2016 – 16 years after its creation. This one-off prototype paved the way for the eventual launch of the first-ever production M3 Touring in 2020.

1992 BMW M8 Prototype (E31)

The original BMW M8 was a myth for years – a V12-powered monster that never officially existed. Developed in the early 1990s and only shown to the public decades later, the E31 M8 featured a 6.0-liter V12 producing 640 horsepower and 650 Nm of torque. With a top speed of over 300 km/h and muscular styling to match, it remains one of the most legendary prototypes in BMW's history.

1999 BMW Z3 V12 (E36/7)

A bold experiment that proved BMW's willingness to push boundaries – and engines. In 1999, engineers squeezed a 5.4-liter V12 from the 750i and 850i into the compact Z3 Roadster. The result: 326 horsepower, 490 Nm of torque, 0–100 km/h in 5.5 seconds, and a top speed of 263 km/h. It remains a single, unforgettable example of German engineering flair and humor.

A Collaboration That Elevates The Aurora

J.P. Morgan Private Bank, a global leader in Private Banking, is partnering once again with The Aurora.

*"We are proud to once again sponsor The Aurora, having been deeply inspired by the calibre of participants and energy the event ignited last year," says **Oscar Forsberg**, Team Lead for the Nordics at J.P. Morgan Private Bank. "At J.P. Morgan Private Bank, we embrace the future while honoring the past, a commitment that aligns with Aurora's mission of celebrating the journey from classic collector cars to cutting-edge hyper cars."*

"This partnership reflects our passion for discovery and our commitment to sharing experiences that enrich our clients' lives. At J.P. Morgan Private Bank, we always strive to be beside our clients and their passions - this event is the epitome of that," Oscar concludes.

Filip Larsson, CEO of The Aurora, comments:

"The confidence J.P. Morgan Private Bank has in The Aurora sets the bar high and perfectly underscores the level at which we operate. Their commitment to standing beside their clients in their passions aligns seamlessly with our vision."

The Aurora Concours

The Aurora 2025 will be an even more spectacular celebration of automotive excellence, with 68 of the world's finest classic cars and hypercars competing in the Concours. Expect rare icons in Concours-worthy condition—many of which have never been seen in Scandinavia.

"Going into last year, we weren't sure how the classic car and hypercar communities would blend, but it quickly became clear that they naturally gravitated toward each other, united by a shared passion for the automobile. This seamless fusion of classic icons and modern hypercars sets The Aurora apart in the Concours world." – **Marcus Berggren**, Head of Concours, The Aurora.

This year's classes are as follows (subject to change)

- **Mega, Mega, Hyper, Hyper** - Extreme Mega- and Hypercars (No year restrictions)
- **La Bella Macchina** - Italian Coachbuilding (Up to 1995)
- **Open-Air Dreams** - Luxury Convertibles (Up to 1995)
- **Elegance in Motion** – The Pinnacle of Design and Craftsmanship (Up to 1995)
- **Get Dirty** - Rally Legends (1970–2000)
- **Restomod Glory** - The Art of Restomods
- **Zagato** – Icons of Italian Design

While classic icons and hypercars compete side by side, The Aurora Concours will present two distinct Best of Show awards, one for the Classic Car Concours and one for the Hypercar Concours.

In 2024, the Classic Car Best of Show was awarded to a 1955 Lancia Florida Coupe, while the Hypercar Best of Show went to a 2012 Bugatti Veyron Grand Sport 'Wei Long'. For 2025, the competition promises to be even more exceptional.

A panel of distinguished Concours judges—renowned for their design, restoration, and innovation expertise—will evaluate each entrant to the highest international standards. Every car will be judged individually, ensuring a fair and thorough assessment.

68 automobiles will be on display, including highlights such as:

- 1938 Lancia Astura Granlusso Pininfarina
- Gordon Murray Automotive T.50
- Ferrari 288 GTO
- 2+ McLaren P1

The Aurora Showfield

Inspired by the spirit of an enthusiast's parking lot, the Showfield invites passionate owners from across the automotive spectrum. "If it's special to you, it's special to us," says Filip Larsson, CEO of The Aurora.

Open to vehicles of all kinds—regardless of age, value, or historical pedigree—the Aurora Showfield is designed to foster community, encourage conversation, and celebrate shared passion. Participants will have the chance to connect with fellow enthusiasts, compete for special awards, and meet Christian von Koenigsegg, founder and CEO of Koenigsegg Automotive.

The Special Cars Exhibition

The Special Cars Exhibition offers guests a chance to explore contemporary and special-interest cars in a uniquely serene setting.

It's an exhibition area for a curated selection of exhibitors, including, but not limited to, companies such as:

- Rolls-Royce
- Lamborghini
- Zagato

MOTIKON as Classic and Performance Car Partner

MOTIKON, a specialist in classic and performance cars who focuses on ownership and preservation, returns as The Aurora's Official Classic Car Partner.

With decades of combined experience in the classic car world, the MOTIKON team plays a central role in The Aurora Concours and The Aurora Tour. Their expertise and passion continue to elevate the event's dedication to automotive heritage.

During the Aurora weekend, MOTIKON will also present an extensive showcase of their collection, featuring everything from timeless classics to emerging collector cars, available both for sale and for display.

Koenigsegg as our Hypercar Partner

Swedish megacar manufacturer Koenigsegg returns as the Official Hypercar Partner of The Aurora.

In 2024, Koenigsegg offered Aurora hypercar entrants the rare opportunity to drive on the brand's legendary factory test track. For 2025, the experience expands: Classic Car and Hypercar entrants will be invited to participate in dynamic driving sessions on the Koenigsegg Test Track.

Since Koenigsegg's home base is only 20 minutes from Båstad, Aurora has seen global launches — like last year, when their unique one-of-one, Chimera, was presented to the world for the first time.

Th Aurora Yacht Show

As part of its commitment to deeper community engagement, The Aurora Yacht Show will extend its presence to Båstad Harbor, introducing a refined maritime experience to the coastline. A substantial list of confirmed exhibitors includes a range of prestigious luxury yachts—several of which will be making their Scandinavian debut—promising an exceptional showcase unlike anything previously seen in the region.

More information to follow.

The Aurora Defined

The Aurora is an exciting new Concours event that combines classic cars and hypercars with a strong emphasis on lifestyle elements, celebrating both the past and the present. Set against the stunning backdrop of Norrviken Gardens in southern Sweden, this three-day event showcases some of the world's finest automobiles alongside leading lifestyle brands.

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