

Media information
21 March 2025

(R) EVOLUTION OF ART: Start of the BMW Art Car World Tour in Vienna.

+++ BMW Group Group Niederlassung Wien invited to the official opening of the BMW Art Car World Tour at the Museum of Applied Arts
+++ BMW Vision Neue Klasse, BMW Vision Neue Klasse X and BMW Art Cars exhibited together as part of the "(R) EVOLUTION OF ART" event
+++ Design accelerates change: "Innovation and creativity are inextricably linked" +++

Vienna. On the occasion of the 50th anniversary of the BMW Art Car Collection, the BMW Art Car World Tour is taking place on all five continents with numerous accompanying activities and kicks off in Europe and Asia. The official start of the world tour was celebrated yesterday as part of the "(R) EVOLUTION OF ART" event at the BMW Group Niederlassung Wien. A total of five BMW Art Cars will be shown in Vienna at the Museum of Applied Arts and at the SPARK Art Fair from March 20-23: the cars by Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, David Hockney and Jeff Koons. The latest and 20th BMW Art Car – the BMW M Hybrid V8 by renowned American painter Julie Mehretu – will embark on an Asian tour and be displayed at Art Basel in Hong Kong on March 28-30.

"We are honored to be able to host the start of the BMW Art Car World Tour in Vienna," says Dr. Josef Reiter, Managing Director of BMW Group Niederlassung Wien. "As the BMW Group in Austria, we see it as our responsibility to promote art and culture. The (R) EVOLUTION OF ART event is part of our commitment to provide creative impulses and inspire dialogue between artists, their works of art and audiences. We believe that innovation and creativity are inextricably linked — just as in the development of our cars. Art appeals to emotions — just like a BMW. The moment in which a vehicle triggers enthusiasm, wonder or wonder is comparable to experiencing an impressive work of art. Designers and engineers are working to create not only functionality, but also an emotional bond — whether through iconic shapes, an unmistakable driving experience or the combination of technology and aesthetics," says Reiter.

Design accelerates change: The BMW Vision Neue Klasse X and BMW Vision Neue Klasse together in Vienna for the first time.

As part of the event, an insight into the Neue Klasse vision vehicles was also given. With the Neue Klasse, the BMW Group is making the mobility of the future a reality as early as this year. Vehicle dynamics, drive, battery technology,

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operating concept, digitization: Each of these aspects has been significantly further developed and, as with design, has sometimes skipped over a generation.

With the BMW Vision Neue Klasse, the BMW Group is giving a glimpse of what the next generation of vehicles from the core BMW brand will look like. The vision vehicle shows the BMW brand's new design language, which will be reflected in many other models from the brand. The new design language is clear, elegant and timeless. The new, all-electric vehicle architecture offers new interior design options.

In the BMW Vision Neue Klasse X, the aesthetics, technology and philosophy of the Neue Klasse are transferred to the sports activity vehicle sector. The vision vehicle offers a glimpse of the BMW iX3, which will go into series production at the Debrecen plant (Hungary) in 2025.

Born from passion: a brief history of the BMW Art Car Collection.

On 14 June 1975, the BMW 3.0 CSL designed by American sculptor Alexander Calder took to the track at the 24 Hours of Le Mans. The project was initially intended as a one-time collaboration between the artist and BMW. The audience cheered for the colourful racing car and children rejoiced. BMW decided this had to continue! It all began with the passion for art and motorsport of French auctioneer and racing driver Hervé Poulain. In 1975, Poulain found a visionary ally in Jochen Neerpasch, founder and Head of BMW Motorsport, for his plan to enter a BMW designed by an artist in the legendary Le Mans endurance race. Even though the first BMW Art Car retired from the race after seven hours, it became a true crowd favourite, laying the foundations for the collection.

The BMW Group's Cultural Engagement.

With over 100 projects worldwide, the BMW Group's international cultural funding has been an essential part of corporate communication for almost 50 years. The BMW Group's long-term commitment focuses on contemporary art, music and film, and design.

In addition to its own formats, such as the BMW Art Cars, and the "Opera for All" concerts, the company supports leading museums and art fairs as well as orchestras and opera houses around the world. BMW Group's commitment to culture is always based on mutual curiosity and appreciation. Despite all its cultural commitments, the company takes absolute freedom of creative potential for granted — because it guarantees groundbreaking works in art just as much as it is for innovations in a commercial enterprise. The BMW Group in Austria is

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involved in various cultural projects in Austria and has maintained a long-standing partnership with the Albertina Art Museum. In the area of contemporary art, BMW in Austria accompanies the music festival in Steyr and the Lido Sounds in Linz.

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The BMW Group in Austria

The BMW Group has been a powerful engine for Austria as a business location for over 45 years. With investments of over 9 billion euros since 1977, the company has contributed significantly to economic stability and prosperity in our country for decades. 8,000 people today have an attractive job at the BMW Group in Austria. In 2024, the Austrian companies of the BMW Group recorded sales of around 9.2 billion euros. This made them one of the most profitable companies in the country. With 19,002 new BMW and 1,799 MINI registrations, they were the leading manufacturer of premium cars in Austria in 2024. BMW Austria GmbH, responsible for selling the BMW, MINI and BMW Motorrad brands in Austria, is located in Salzburg. BMW Vertriebs GmbH, the headquarters for the Central and Southeast Europe region, serves a total of twelve European countries from here. Salzburg is also home to the headquarters of BMW Group Financial Services for Central and Southeast Europe. The associated BMW Austria Bank GmbH offers financial services and vehicle-related insurance as well as dealer financing in Austria, Greece and other CEEU countries from Salzburg.

In Steyr/Upper Austria, over 4,900 employees produce over one million petrol and diesel engines annually at the world's largest BMW Group engine plant. It is also home to an important development center for researching and developing new drives. BMW Motoren GmbH in Steyr is now one of Austria's largest industrial companies in terms of turnover and exports. From autumn 2025, over 600,000 electric drives will be produced in Steyr every year — in parallel with the persistently high production utilization rate with diesel and gasoline engines. The development center in Steyr plays a central role in the development and conception of electric mobility.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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BMW Group Cultural Engagement

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview

Instagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)

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