



Media information
10 June 2024

BMW M Motorsport and PUMA present second edition of the limited-run BMW Art Car Capsule Collection.

+++ Unique special collection pays homage to the legendary first-ever BMW Art Car from 1975 +++ Full summer outfit consists of shirt, shorts, T-shirts, cap and sneakers +++ Design takes its cues from the BMW 3.0 CSL created by Alexander Calder +++

Munich. BMW Motorsport has joined forces with PUMA to reveal another exclusive collection of lifestyle products inspired by the design of a legendary BMW Art Car. The new Capsule Collection celebrates the very first BMW Art Car in 1975, the work of Alexander Calder (1898 – 1976). Calder was one of the most important sculptors in the American modernism movement and wrote the first chapter in the BMW Art Car story with his creation. An artist of international renown and also recognised as the inventor of mobiles, Calder was the artistic force behind the BMW 3.0 CSL with car number 93 that lined up for the Le Mans 24-hour race. Although a technical problem prevented his car from making it to the finish line, the richly coloured racer met with an overwhelmingly positive response – and became the founder member of an automotive collection that remains unique to this day as a fusion of culture, technology and racing passion.

For the first ever BMW Art Car, Calder mimicked an approach he adopted with his sculptures and mobiles, using intense colours and gracefully sweeping surfaces – which he distributed generously over the wings, bonnet and roof. Inspired by the inimitable look of his BMW 3.0 CSL, Calder's colour blocking style is reproduced across all the garments included in the new BMW Art Car Capsule Collection. This is the second pioneering collection presented by BMW M Motorsport and PUMA as a tribute to the legendary BMW Art Cars, BMW M Motorsport and the world-famous sports company having already teamed up to mark the 100th birthday of pop art icon Roy Lichtenstein (1923 – 1997) with an exclusive collection bringing the magic and allure of the BMW Art Cars from the road and track into the fashion world.

Each item in the strictly limited-run second edition of the BMW Art Car Capsule Collection has been carefully crafted and enthuses with expressive colour combinations that take their cues from the Calder BMW 3.0 CSL. The collection pieces together a full summer outfit made up of a shirt, shorts, two T-shirts, a baseball cap and a pair of sneakers, each of which can be ordered individually.

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The BMW M MOTORSPORT AC SHIRT catches the eye with a Calder-inspired all-over print in bold colour blocking, plus the artist's initials embroidered on the right side of the chest and an embroidered PUMA logo on the left. A woven BMW M Motorsport label on the inside and another on the left-hand side seam signal high quality and combine with the colour-coordinated strip of buttons, distinctive collar and casual fit to create a sporting appearance.

The BMW M MOTORSPORT AC SHORTS share the relaxed cut and confident colouring of the shirt and extend the look with a signature PUMA embroidered logo on the left leg and a woven BMW M label on the back pocket edging. The elasticated waistband has a drawstring for a better fit and the handy side pocket offers a secure place to carry items such as car keys. Both the BMW M MOTORSPORT AC SHIRT and the BMW M MOTORSPORT AC SHORTS are made from 75 per cent new cotton and 25 per cent recycled cotton.

The collection also includes a pair of white T-shirts, both of which are made from 30 per cent recycled and 70 per cent reclaimed cotton. They are extremely comfortable to wear and, with their oversized cut, radiate urban cool. The BMW M MOTORSPORT AC1 TEE has a colour blocking print inspired by Alexander Calder's BMW Art Car on the front and his embroidered initials on the right-hand side of the chest. A woven BMW M Motorsport inside label and another label on the left-hand seam add the finishing touches to the T-shirt. With a large BMW Art Car print on the back, discreet logos inspired by the BMW Art Car on the chest and a BMW M Motorsport label on the inside and on the side seam, the BMW M MOTORSPORT AC2 TEE also cuts an unmistakable figure.

The BMW M MOTORSPORT AC CAP likewise picks up on the colour blocking approach inspired by Calder's BMW Art Car. This five-panel baseball cap is also adorned by a woven BMW M Motorsport logo on the side and an embroidered PUMA logo on the peak. An adjustable, premium-quality metal clasp ensures a secure fit on any head.

The BMW M MOTORSPORT AC SNEAKER SUEDE rounds off the collection. Based on the iconic PUMA sneaker which has been delighting fans for 50 years now, the predominantly red suede shoe impresses with woven PUMA Formstrips

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on both sides and graphic detailing on the inside of the tongue. The PUMA logo badge on the front is complemented by a BMW metal pin on the heel.

The new BMW Art Car Capsule Collection inspired by Alexander Calder from BMW M Motorsport and PUMA is now available via the BMW Online Shop at lifestyle.bmw.com, at selected PUMA stores and at PUMA.com, priced as follows:

BMW M MOTORSPORT AC SHIRT, sizes S–XXL – €100
BMW M MOTORSPORT AC SHORTS, sizes S–XXL – €80
BMW M MOTORSPORT AC T-SHIRT #1, sizes S–XXL – €70
BMW M MOTORSPORT AC T-SHIRT #2, sizes S–XXL – €70
BMW M MOTORSPORT AC CAP, one size – €50
BMW M MOTORSPORT AC SNEAKER SUEDE, sizes 39–46 – €120

In the event of enquiries please contact:

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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 and mobility 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

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The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Eliasson Art Basel Max Hooper Schneider
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf
INTERACTION State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

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 a 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

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