

Media information

28 August 2025

Art in motion: BMW Art Cars at the 2025 Goodwood Revival.

+++ Five BMW Art Cars on display at the Goodwood Revival as part of the BMW Art Car World Tour celebrating the collection's 50th anniversary +++ Exhibition to include the 1995 David Hockney BMW 850 CSi +++

Goodwood/Munich. The 2025 Goodwood Revival (12-14 September) will showcase five rolling sculptures of the legendary BMW Art Car series as part of the event's Earls Court Motor Show. For the past 50 years, the BMW Art Car Collection has continued to evolve and features designs by some of the world's most renowned artists, including Andy Warhol, Roy Lichtenstein, Jeff Koons, and David Hockney.

Since 1975, the BMW Group has provided artists with a playground for their fascination with automobiles through the BMW Art Cars: art and design, technology and innovation, racing and engineering. The collection of 20 BMW Art Cars now forms the essence of the global cultural engagement with over a hundred initiatives in the fields of contemporary art, music, film and design. Since its invention almost 140 years ago, artists around the world have engaged with the automobile in both critical and euphoric ways.

The exhibition at Goodwood Revival is part of the ongoing BMW Art Car World Tour, which celebrates the 50th anniversary of the collection by showcasing the legendary BMW Art Cars across various art and automotive platforms worldwide. The following five cars will be making a stop at the Revival Event:

1976 | Frank Stella BMW 3.0 CSL

Known for its participation in the 24 Hours of Le Mans, the original BMW 3.0 CSL was reimaged by artist Frank Stella. As the second vehicle in the BMW Art Cars collection, Stella's design was inspired by the technical basis of the car itself. The result was a striking composition of black and white lines, with the powerful 750 hp engine front and centre of the design.

1977 | Roy Lichtenstein BMW 320i Turbo

Just one year later, pop artist Roy Lichtenstein brought his signature style to life by incorporating his recognisable "Ben Day dots" into the design of the BMW 320i Turbo. The original vehicle, which also competed in the 24 Hours of Le Mans, was driven by the founder of the art car collection Hervé Poulain and Marcel Mignot.

1982 | Ernst Fuchs BMW 635 CSi

Number five in the collection, the BMW 635 CSi was designed by Austrian artist Ernst Fuchs in 1982. Otherwise known as the "Fire Fox on a Hare Hunt", Fuchs'

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design was the first in the collection to be based on a production car, and varied from his earlier pieces of artwork.

1995 | David Hockney BMW 850 CSI

David Hockney designed the 14th car in the collection: the BMW 850 CSI. The result of an extended design project, Hockney aimed to reveal the car's inner workings and spirit through his art. His detailed paintwork includes the outline of a driver on the door, while attentive viewers will note a stylised suction vent on the button - subtle touches which invite you to look closer at the design.

2010 | Jeff Koons BMW M3 GT2

American artist Jeff Koons brought a dynamic palette of vibrant, contrasting colours to his BMW M3 GT2. The 17th BMW Art Car saw the return of Pop Art and the creation of a design which captures the essence of power and motion - conveying a sense of speed and energy even when the car is stationary.

The unique collection of cars will be on display across the Goodwood Revival weekend in Earls Court, as part of the collection's ongoing world tour.

Saturday tickets for the Goodwood Revival are now sold out, with limited Friday and Sunday tickets remaining at [goodwood.com](https://www.goodwood.com)

The Goodwood Revival**Friday 12 – Sunday 14 September 2025.****Tickets & Hospitality**

Tickets can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055.

BMW Group's global cultural engagement and updates on the Art Car World Tour can be followed on Instagram at [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture).

If you have any questions, please contact:

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About the Goodwood Revival

The Goodwood Revival is the world's greatest historic motor race meeting, and the only sporting event of its kind to be staged entirely in a period theme. More than just an unrivalled weekend of historic racing, it is an immersive celebration of vintage lifestyle, championing exceptional craftsmanship and the enduringly fabulous stories told by second-hand treasures. 'Revive & Thrive' is the thoroughly modern message woven through the Revival landscape; a clever stitch with which the old is made new again, it runs through every carefully restored classic car, each beautifully preserved piece of clothing as it is passed from one generation to the next.

It is, proudly, the world's biggest and most glamorous second-hand event.

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu
PARTNERSHIP BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest
Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig
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, in the fields of contemporary art, music and film 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)

#BMWGroupCulture

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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