Beat: Entertainment

50 YEARS OF RETROMOBILE AND THE "BMW ART CAR COLLECTION" IN PARIS

ART CARS THAT HAVE RACED IN LE MANS

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USPA NEWS - In 2026, Rétromobile, One of the World's Most Prestigious Automotive Shows for the Classic Car Sector, celebrates Its 50th Anniversary. So does BMW's Collection of the Legendary Art Cars...

In 2026, Rétromobile, One of the World's Most Prestigious Automotive Shows for the Classic Car Sector, celebrates Its 50th Anniversary. So does BMW's Collection of the Legendary Art Cars. To mark this Milestone, BMW is bringing Together All BMW Art Cars that have raced in Le Mans for a Spectacular Reunion in Paris.

From Alexander Calder's Groundbreaking Debut in 1975 to Julie Mehretu's Sleek Masterpiece in 2024, the BMW Art Cars that dared to race returned to the Spotlight at "Rétromobile 2026" – not on the Track, but in All Their Glory.

- BMW Art Cars on Display at Rétromobile in Paris:
* #1 I Alexander Calder, BMW 3.0 CSL (1975)
* # 2 I Frank Stella, BMW 3.0 CSL (1976)
* #3 I Roy Lichtenstein, BMW 320i Turbo (1977)
* #4 I Andy Warhol, BMW M1 (1979)
* #15 I Jenny Holzer, BMW V12 LMR (1999)
* #17 I Jeff Koons, BMW M3 GT2 (2010)
* #20 I Julie Mehretu, BMW M Hybrid V8 (2024)

"Bringing These Le Mans Art Cars Together in Paris is more than a Tribute," says Helmut Kaes, Head of BMW Group Classic. "It's a Statement: about Courage, about Creativity, and about the Power of Radical Ideas that Keep Moving — Even 50 Years On."

- 50 Years of "Rolling Sculptures": The BMW Art Car World Tour.

The Paris Exhibition is Part of the BMW Art Car World Tour, celebrating the 50th Anniversary of the BMW Art Car Collection. Since the Global Kick-Off in March 2025, the world Tour has featured an Ambitious Exhibition Programme on All Five Continents, engaging Over 20 Markets.

The Tour brings together Art, Innovation, and Mobility in a Celebration of Bold Vision. It will continue Until The End of 2026 and will make Additional Stops in Belgium (Brussels, Zoute Grand Prix), Morocco (Marrakech), South Africa, the United States (Pebble Beach), Turkey (Contemporary Istanbul), and Italy (Milan, ADI Design Museum).

Since 1975, Renowned Artists from Around The World have created BMW Art Cars. The Idea was born when French Racing Driver and Art Enthusiast Hervé Poulain, Together with Jochen Neerpasch, then Head of Motorsport at BMW, invited Friend and Artist Alexander Calder to paint a Race Car. The Result – a vibrant BMW 3.0 CSL – competed in the 24 Hours of Le Mans in 1975, captivating the Crowd and Making History.

Over the Decades, the Collection has grown to include Visionary Works by Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer, Ólafur Elíasson, and Many Others.

More Recently, John Baldessari and Cao Fei used the BMW M6 GTLM and M6 GT3 Respectively for Dynamic Entries at Daytona (2016) and Macau (2017). The BMW Art Cars by Jeff Koons and Julie Mehretu returned to Le Mans in 2010 and 2024.

"What Better Theme than Art Cars to celebrate the 50th Anniversary of the "Rétromobile show"? We are very excited and delighted to unveil Today Both the Official Poster for the 2026 Edition of the Show and the Official Exhibition that will bring Together these Seven Automotive Masterpieces for the First Time in France. I would like to warmly thank our Friends at BMW for their Trust and Partnership in this Fantastic Human, Technical and Artistic Adventure that is the BMW Art Cars Collection," says Romain Grabowski, Director of

Rétromobile.

- 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 nowledge, 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.

- Rétromobile 2026: a Highly Anticipated Edition Dedicated To Art.

Founded in 1976, "Rétromobile" is celebrating its 50th Anniversary. To mark this Milestone, the Event Organisers have gone All Out: The First-Ever Edition in New York from 19 to 22 November 2026, a Brand-New Event dedicated to the Phenomenon of Modern Supercars, the "Ultimate Supercar Garage," Co-Located with "Rétromobile Paris". Above All, Four Exclusive Exhibitions were awaiting Visitors at the Parc des Expositions at Porte de Versailles. Among Them, the First spotlighting an international Artistic and Mechanical Phenomenon: "The BMW Art Cars".

- After the 2025 Edition celebrated French Formula 1, the World of Rallying was be in the Spotlight at the 50th Anniversary of "Rétromobile". On this Occasion, the Most Exciting Pop-Up Garage for Classic Cars was hosting a Unique Display.
* A Sea Change for Rally Racing in the 1960s
* Lancia Stratos and Fiat 131 Abarth: the Rallying World dominated by Italy
* Rule changes usher in a New Era in Rallying
* Audi, the Four-Wheel-Drive Revolution that would change the Face of Rallying
* Group B and the Golden Age of Rally Racing
* Peugeot, Audi, Lancia: battling it out At The Top
* Swansong for Group B
* From the 1990s to the Present Day, the Renaissance of Modern Rallying

- Steve McQueen, a Passion for Speed
In Partnership with the Society ‘Les Epicuriens’, Rétromobile plunges Visitors into the World of Steve McQueen and reveals the Hollywood Film Star’s All-Consuming Passion for the Motorbikes and Sports Cars of his Era, all staged in a Setting Evoking Scenes from his Films.

- Bugatti Autorail & Mechanical Oddities: A Journey into Ettore Bugatti’s Imagination View from the Floor of the Bugatti Train
In Celebration of its 50th Anniversary and as a Nod to its Origins, Rétromobile pays Tribute to the Genius of Ettore Bugatti by showcasing One of the Italian Inventor's Lesser-Known Creations: the Presidential Railcar. Alongside it, 7 Other Mechanical Oddities highlighting the Craftsmanship and Avant-Garde Vision of the Artist-Engineer.

Source: BMW ART TALK
On 28 January 2026
@ Paris Expo, Place de la Porte de Versailles 75015 Paris
"Rétromobile": 28 January – 1 February 2026
With The Presence of:
* Helmut Käs (Head of BMW Group Classic)
* Thomas Girst (Head of BMW Group Cultural Engagement)
* Sadie Bargeron (Brand Editor, Jing Daily)

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