



For Release: July 21, 2021

Contact: Matthew Spadaro
BMW of North America, LLC
(201) 466-9896 / matthew.spadaro@bmwna.com

Pristina Alford
DKC for BMW of North America, LLC
(310) 579-6369 / pristina_alford@dkcnews.com

BMW's Art Cars go Digital for the First Time Ever in with Cutting Edge Art App, Acute Art.

- **BMW's world-famous Art Car collection will be officially digitized for the first time ever in partnership with Acute Art, providing users with a unique augmented reality (AR) experience through the Acute Art app.**
- **The real BMW Art Cars were carefully scanned from all angles using a photogrammetric methodology, capturing every detail of the artists' expression on each car's surface.**
- **The AR experience will debut July 21, 2021 with 10 BMW Art Cars available for viewing. An additional BMW Art Car will then digitally debut every 2 weeks after that until all 19 BMW Art Cars are integrated into the Acute Art app.**

Embargo: July 21, 2021, 10:00 AM EST

Woodcliff Lake, NJ – July 21, 2021... BMW today announced a new collaboration with cutting-edge art app Acute Art that brings the world-famous BMW Art Car collection into the digital realm for the first time ever. To celebrate over 50 years of BMW Group cultural engagement, the BMW Art Cars will be shown in augmented reality (AR) through Acute Art, marking the first time that the rolling works of art are available digitally for everyone to enjoy no matter where they are in the world. The first 10 BMW Art Cars will digitally launch in Acute Art on July 21, 2021, with the subsequent nine vehicles debuting every two weeks until all 19 BMW Art Cars are available in the app.

Initiated by French race car driver and art aficionado Hervé Poulain and conceived in collaboration with the founder of BMW Motorsport Jochen Neerpasch, the first BMW

Company
BMW of North America, LLC

A BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwusa.news.com

Art Car was commissioned when both asked Alexander Calder to design Poulain's BMW 3.0 CSL race car in 1975, which he would later race at Le Mans. Since then, 18 more world renowned artists have gone on to express their own artistic vision using some of BMW's most iconic models as their canvas.

Utilizing Acute Art's unique VR/AR/mixed reality technology, the digitally reproduced Art Cars can be virtually staged anywhere a user desires in this wholly immersive 360° AR exhibition. To achieve an exact digital reproduction, the real Art Cars were carefully scanned from all angles using a photogrammetry methodology, capturing every detail of the artists' expression on each car's surface.

The first wave of BMW Art Cars that can be experienced via the app are: Alexander Calder (BMW 3.0 CSL, 1975), Michael Jagamara Nelson (BMW M3, 1989), Ken Done (BMW M3, 1989), Matazo Kayama (BMW 535i, 1990), Esther Mahlangu (BMW 525i, 1991), Jeff Koons (BMW M3 GT2, 2010) and John Baldessari (BMW M6 GTLM, 2016). From then on, further BMW Art Cars will be integrated in the Acute Art App every two weeks. To fully discover and experience the interactive BMW Art Cars, the Acute Art app is available free of charge on the App Store and Google Play.

"The BMW Art Cars are an essential part of the DNA of BMW's 50-year-long cultural engagement. Finally, they are entering the digital realm and can be accessible everywhere and for everyone. I am excited about the collaboration with Acute Art as we both strive for innovation and cutting-edge technology," said **Pieter Nota, member of the Board of Management of BMW AG responsible for Customer, Brands and Sales.**

Acute Art collaborates with the world's leading contemporary artists, providing access to cutting-edge technologies that allow them to translate their creative vision into new digital mediums – including virtual, augmented and mixed realities.

"We are thrilled about this partnership with BMW, a company that has demonstrated an exceptional commitment to technological innovation and art over decades." says **Jacob De Geer, CEO of Acute Art.** "Acute Art was founded on the vision of democratising art and bringing it to places where it could not be before. In these challenging times we have to find new solutions. The collaboration with the BMW

Group will intensify the exchange between technology, design and art. Together we will explore future landscapes involving today's most innovative minds working in these fields."

During Art Basel in Basel, Switzerland, the BMW Group will celebrate 50 years of cultural engagement with this unique interactive exhibition at Kunstmuseum Basel on September 21, 2021. The 1975 BMW 3.0 CSL Art Car by Alexander Calder will be on display both physically and in a specially created augmented reality area where guests can experience the digital Art Cars in the Acute Art App on-site.

More information on BMW's longstanding commitment to culture and the arts can be found at www.bmwgroup.com/culture.

#

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 116 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

#

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.

#