

AUTOMOTIVE

## BMW teases colorful Jeff Koons collector's edition

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*The interior of the limited-edition BMW 8 Series Gran Coupe features Jeff Koons' engraved signature. Image credit: BMW*

By LUXURY DAILY NEWS SERVICE

German automaker BMW is reuniting with American artist Jeff Koons for a limited collector's edition design, to be revealed next year.

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Mr. Koons and Oliver Zipse, chairman of the board of management at **BMW AG**, announced the new collaboration on Sept. 4. The special edition M850i xDrive Gran Coupes are currently in production at the BMW Group Plant in Dingolfing, Germany.

"The 8 Series Gran Coupe is very close to our hearts and Jeff's design of the car is full of joy and passion," Mr. Zipse said in a statement.

"Ever since we relaunched our collaboration, Jeff has said that he's proud to be back with the BMW family," he said. "Dozens of engineers and designers have given their all to celebrate our partnership and make his vision come true."

Artistic automaker

As part of the automaker's long-running Art Car series, Mr. Koons created a BMW M3 GT2 Art Car, which performed at the 24 Hours of Le Mans race, in 2010 ([see story](#)).

More than a decade later, the artist and automaker are working together again.

"In 2021, we celebrate 50 years of cultural engagement worldwide," said Adrian van Hooydonk, head of BMW Group Design, in a statement. "We just love the arts and the bold voices of our time."

"Working with Jeff Koons again to jointly create something truly special is a great pleasure," he said. "He is one of the greatest artists of our time and one of the most inspiring and engaging human beings to work with."

The 8 x Jeff Koons will be available for sale after its world premiere at Frieze Los Angeles in February 2022.



*The interior shades of red and blue colors are inspired by BMW M. Image credit: BMW*

For now, BMW has only revealed a few close-up details and limited information.

According to the automaker, the design combines 11 different exterior colors, including blue, silver, yellow and black. The multi-layer paint requires 285 hours to be applied to each car.

Inside, the multi-color interior consists of high-end materials, fine leather and other details, including Mr. Koons' engraved signature. There are other elements of pop art the discipline Mr. Koons is best known for as well as geometric patterns in a nod the 8 Series Gran Coupe's shape and contours.

Only two cars are being produced each week.



*The exclusive cars are being produced in secret. Image credit: BMW*

"I am really thrilled and honored about the opportunity to work with BMW again and to create a special edition car," Mr. Koons said in a statement.

"I was thinking very intensely about it: What is the essence of the 8 Series Gran Coupe? What is the essence of power?" he said. "Again, it's just a wonderful opportunity to be working as part of the BMW family again."