

AUTOMOTIVE

## BMW unveils Jeff Koons-designed coupe

February 17, 2022



American pop artist Jeff Koons has worked with BMW for more than a decade. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW has finally unveiled a limited-edition collection of its M850i x Drive Gran Coup designed by American pop artist Jeff Koons.

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The specially designed "8 x Jeff Koons" vehicle will be presented for the first time at Frieze Los Angeles, which runs Feb. 17-20. Only four cars will be painted each week, and only 99 vehicles will be created for the collection.

"My edition of the BMW 8 Series is my dream car," Mr. Koons said, in a statement. "It is very special to me and I've wanted to create a special edition BMW for a long time.

"It is sporty and flashy as well as minimalist and conceptual," he said. "I can't wait to drive it and ride in it, and I hope that people will enjoy the Gran Coup just as much as I do."

8 x Jeff Koons

The overall design combines eleven exterior colors including blue, silver, yellow and black. The multi-colored interior is comprised of premium materials, fine leather and a cupholder cover with the artist's signature, and the seats are made up of red and blue color schemes reflecting the colors of comic-book superheroes.



*Interior colorschemes capture the essence of comic book superheroes. Image credit: BMW*

The lines at the back of the vehicle pay homage to the artist's 2010 BMW Art Car ([see story](#)), while the "POP!" on each side and the vapor thrust imagery symbolize the power and speed of the automaker's 8 series, according to Mr. Koons.

BMW professionals in Dingolfing and Landshut spent more than 200 hours of manual work on the exterior paintwork, alone, where the color samples were typically applied using magnifying glasses. Mr. Koons spent time on-site at the Dingolfing plant over a period of many months discussing design options with the BMW employees.

The 8 x Jeff Koons will be on display for public viewing in Rockefeller Plaza in New York before one signed vehicle will be auctioned at Christie's on April 4.

All proceeds from the highest bid will go to the International Centre for Missing & Exploited Children (ICMEC), a nonprofit organization Mr. Koons has been involved with for more than 20 years.

Following its world premiere at Frieze Los Angeles, the specially designed vehicle will be presented at numerous art fairs and events in Europe, Asia and the Middle East.

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