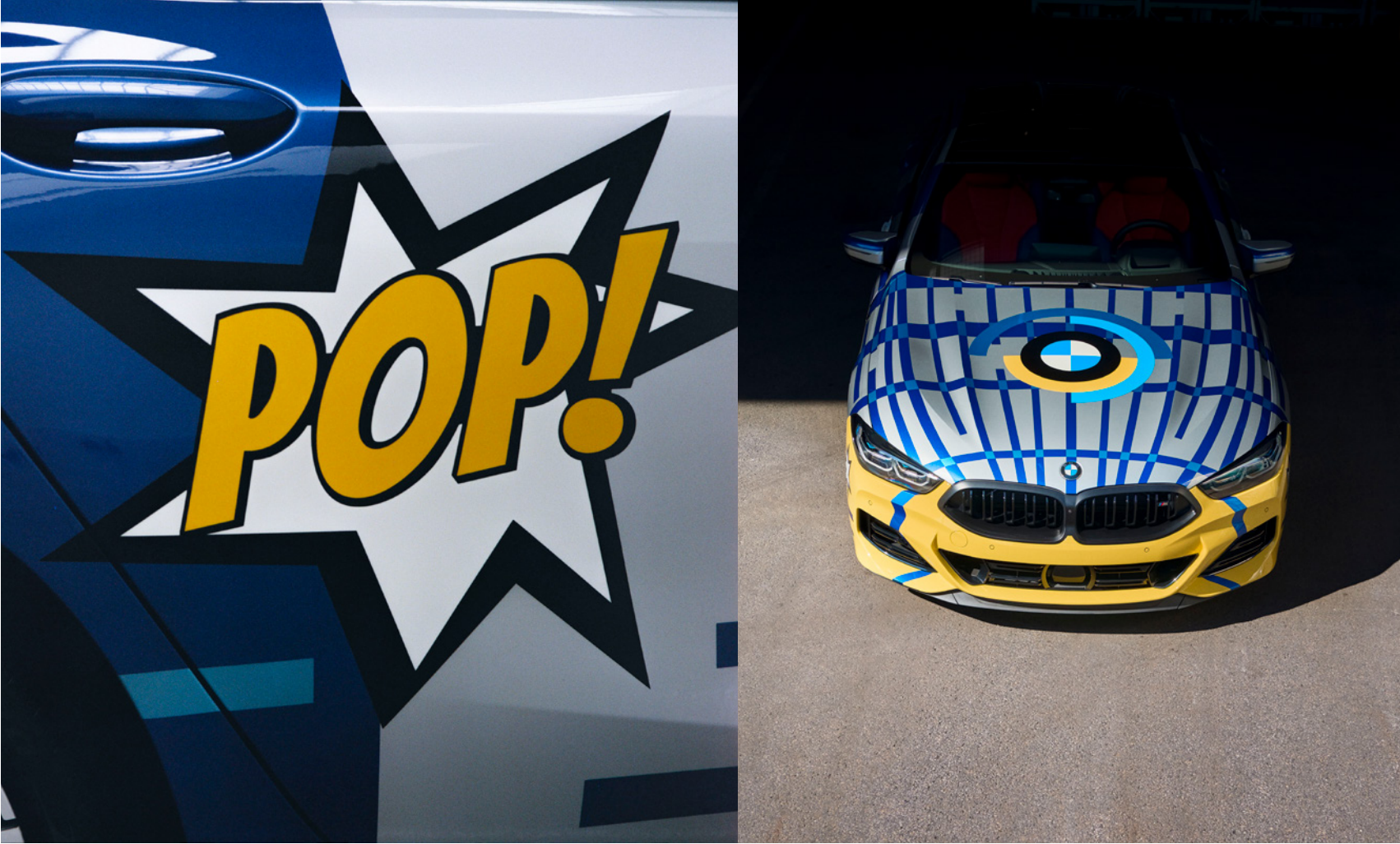


When BMW and Jeff Koons decided to team up, the result was something far more spectacular than just another luxury car. Unveiled in February 2022, their collaboration gave birth to THE 8 X JEFF KOONS, a limited-edition series consisting of 99 BMW M850i xDrive Gran Coupes. Each car became a unique, rolling piece of pop art, fusing Koons’s vibrant, explosive color schemes with BMW’s cutting-edge engineering.

Koons, known for his bold, graphic style, approached the car like a canvas. Unlike static sculptures, designing a car meant considering not just the visual impact, but also how it would perform. For his collaboration, Koons transformed each car into a mobile piece of art, using up to 11 colors and intricate geometric patterns that flowed seamlessly across the car’s exterior while preserving its aerodynamic integrity. The rear design, in particular, draws from Koons’s previous BMW Art Car from 2010, with the word “POP!” emblazoned on both sides, capturing the car’s essence of speed, power, and artistic energy.

The craftsmanship behind THE 8 X JEFF KOONS is just as impressive as the visual punch it delivers. Each vehicle required hundreds of hours of painstaking paintwork, a process that blended the world of fine art with high-performance automotive design. The meticulous design process ensured the paintwork not only looked striking but also adhered perfectly to the vehicle’s performance standards.

As a testament to this collaboration’s wider relevance, one of the cars, signed by Koons himself, was auctioned off at Christie’s, with proceeds going to a charity for missing and exploited children. The car made its public debut at New York’s Rockefeller Plaza, before the limited-edition models made their way to private owners. In every sense, THE 8 X JEFF KOONS is a perfect fusion of art and engineering, proving that a car can be as much a statement of creativity as it is of performance.



WITH KOONS’ VIBRANT, EXPLOSIVE COLOR SCHEMES, EACH CAR BECAME A UNIQUE, ROLLING PIECE OF POP ART.

