



50th SALON RETRO MOBILE

THE PAST ALWAYS HAS A FUTURE

ANNIVERSARY EDITION

28th JANUARY
TO 1st FEBRUARY 2026
PARIS EXPO PORTE DE VERSAILLES

PRESS
RELEASE

RÉTROMOBILE 2026: CURTAIN UP ON THE 50TH EDITION'S OFFICIAL POSTER!

- The iconic Calder BMW Art Car: starring on a collector's item poster
- Double 50th anniversary: Rétromobile and BMW Art Cars
- Rétromobile Paris, 28 January – 1 February 2026

Paris, 04.09.2025 - A coveted collector's item for many enthusiasts, the Rétromobile poster is much more than just an advertising medium: its unveiling officially kicks off the countdown to the next edition.

For this 50th show, Rétromobile has joined forces with BMW Group to put on an unprecedented celebration: the double anniversary of Rétromobile and of the iconic BMW Art Cars.

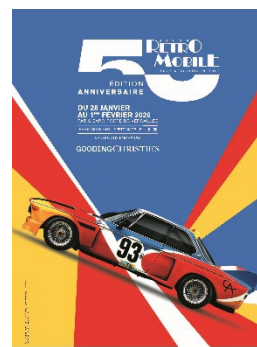
Rétromobile: a much-awaited edition with an arty theme

Rétromobile is celebrating its 50th anniversary! And to mark the occasion in style, the show's organising team have pulled out all the stops: a first New York edition from 19 to 22 November 2026, a new show – Ultimate Supercar Garage – dedicated to the modern Supercar trend co-located alongside Rétromobile... but most of all, four original displays laid on for the visitors to Paris Expo Porte de Versailles.

Among them, the first will shine a light on an international artistic and mechanical phenomenon: BMW Art Cars.

The Calder BMW Art Car, the icon of the 50th edition of Rétromobile

The car starring on this 2026 edition's poster will thus be the Calder BMW Art Car. This icon is considered to be the very first Art Car in history. It was born out of the audacious vision of Hervé Poulain, an auctioneer who was also a contemporary art buff and well-known 'gentleman driver'.



© Calder BMW Art Car, 1975. ©
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BMW Art Cars: the dawn of an artistic and mechanical movement

Hervé Poulain aspired to build a bridge between art and motor racing. His idea was as simple as it was revolutionary: invite leading artists to use the bodywork of a racing car as their canvas.

For his first collaboration, he called on Alexander Calder, a big name in modern art. Fascinated by this unique opportunity, the artist took up the challenge. The car model proved to be a quick and easy choice: the BMW 3.0 CSL, an icon of the motor racing competitions of the day, whose sleek and sculpted shapes made it an ideal medium for Calder, a fan of dynamic and colourful forms.

Early in June 1975, just a week before the 24 Hours of Le Mans, the artist unveiled his creation. The result was a spectacular work of art, a blend of bright colours and organic forms. Designed to interact with light and motion, the car became a living work of art. It took to the circuit on 14 June 1975, driven by Hervé Poulain, Jean Guichet and Sam Posey.

BMW Art Cars : 50 years of artistic collaborations

The initiative was an immediate hit. Building on the impact of this first creation, BMW launched a project over the longer term. The German firm has since perpetuated this tradition, teaming up over the years with the biggest names in contemporary art such as Frank Stella, Roy Lichtenstein, Andy Warhol, Jeff Koons, to name but a few.

Rétromobile 2026, an official leg of the BMW Art Car World Tour

To mark this double anniversary, Rétromobile et BMW Group are joining forces to lay on a new stage in this art and auto world tour. From 28 January to 1 February, several of the finest four-wheeled masterpieces will be back in France, where everything began, and displayed before the show's visitors. They embody more powerfully than ever the perfect convergence between heritage, innovation, art and emotion.

Rétromobile 2026

28 JANUARY – 1 FEBRUARY 2026 - PARIS EXPO PORTE DE VERSAILLES

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About Rétromobile

Founded in 1976, Rétromobile is today one of the most prestigious collector car exhibitions in Europe. This stature has allowed it to bring together everyone from the vintage car world, and offer unprecedented and exclusive displays and special features. It is also acknowledged by its visitors as being the world's largest pop-up art gallery dedicated to cars. As a true leader in the collector car market, Rétromobile is the annual gathering for all car fans.

About Comexposium

Comexposium is a world leading trade and consumer event organizer, offering B2B and B2C events around the globe and across many sectors, including agriculture, construction, fashion, retail, healthcare, leisure, real estate, food, security, education, tourism and works councils. Comexposium caters to more than 3.5 million visitors and 48,000 exhibitors annually in more than 30 countries worldwide. Headquartered in France, Comexposium's sales network and employees are present in 20 countries.