



Mercedes-Benz

Press Information

July 21, 2022

“Andy Warhol: *Cars*” – Mercedes-Benz Art Collection shows Warhol's masterpieces in Los Angeles

- July 23, 2022 to January 22, 2023 at the Petersen Automotive Museum in Los Angeles
- Exhibition presents 40 artworks from Andy Warhol's important *Cars* series
- Works are exhibited together with five of the Mercedes-Benz vehicle models portrayed by Warhol
- Series is back in the US for the first time in over 30 years

Stuttgart/Los Angeles – From July 23, 2022 to January 22, 2023, the Mercedes-Benz Art Collection will showcase some of its most top-class and arguably best-known treasures at the Petersen Automotive Museum in Los Angeles: the exhibition "Andy Warhol: *Cars* - Works from the Mercedes-Benz Art Collection" presents 27 screen prints on canvas and 13 drawings from Andy Warhol's world-famous *Cars* series. In the pictures, the American pop artist uses eight selected Mercedes-Benz models to document the history of the automobile – from the Benz Patent Motor Car of 1886 to the C 111-II research car constructed in 1970. At the Petersen Automotive Museum – one of the largest automotive museums in the world – the works are on display together with five of the eight vehicles portrayed by Warhol – including the Mercedes-Benz Formula One racing car W 196 R with streamlined body, the Mercedes-Benz 300 SL “Gullwing” Coupé (W 198) and the Mercedes-Benz 750-kilogram formula racing car W 125.

Renate Wiehager, Head of the Mercedes-Benz Art Collection: "Since the highly acclaimed presentation at the Guggenheim Museum New York in 1988, Andy Warhol's *Cars* series has been a guest in major museums around the world. We are very pleased that after more than 30 years, it will now be seen again extensively in the US. The name Warhol has a ‘mythical’ attraction in the context of art, as the visitor numbers to his exhibitions show. This is also true of the brand name Mercedes-Benz in its context, which – materialised in the symbol of the star – has a secure field of connotations: beautiful, fast, modern, luxurious, quality."

Renata Jungo Brüngger, Member of the Board of Management of Mercedes-Benz Group for Integrity and Legal Affairs, is also responsible for the Mercedes-Benz Art Collection: "We are delighted to once again make these great pictures accessible to a broad international audience in the Los Angeles exhibition and thus contribute to the promotion of culture and education. Because that is precisely the point of our art collection: with our social commitment to culture and education, we want to create a recognizable benefit for the common good. Andy Warhol's artworks have inspired people for generations – just like Mercedes-Benz vehicles. Two top brands meet in the *Cars* series."

The *Cars* series: Legendary liaison between Andy Warhol and Mercedes-Benz

The series *Cars* is one of the last coherent groups of works by Andy Warhol before his death in February 1987. The artist created the series at the turn of the year 1986/87 on behalf of the then Daimler-Benz AG on the occasion of the 100th anniversary of the automobile. Originally, 80 pictures of 20 car models from eight different decades were planned, but only 36 screen prints on canvas and 13 drawings could be completed. To date, 30 screen prints and the drawings from the series are part of the Mercedes-Benz Art Collection. The works are accessible at the various Mercedes-Benz Group sites to employees and to public in registered guided tours.

Renate Wiehager: "Warhol saw himself as a partner of commissioning situations whose aim was to transfer a product into another context: into the context of art, into the context of the 'Warhol aura'. However, such a product transfer succeeds above all when two products meet on the same plane. The commission alliance between Andy Warhol and Mercedes-Benz can be described as a stroke of luck on 'equal terms'. Two top products have met here, each of which is absolutely 'top' in its field."

In his *Cars* series, Andy Warhol devoted himself for the first time to an industrial product of European origin. After the "Coca-Cola Bottles", the "Campbell's Soup Cans" or the dollar bills that made the American famous in the 1960s, a brand legend of German automotive history is now the focus of his art. With the eight vehicle models portrayed, Warhol simultaneously shows the changeability and the historical character of a product. For Warhol's earlier series with motifs from Campbell's, Heinz or Del Monte, it was of central importance that the American products were deliverable everywhere and endlessly available. In Warhol's paintings of the 1980s, this "now-temporality" transforms into an attitude that also allows for the past and development.

The Mercedes-Benz Art Collection

The Mercedes-Benz Art Collection was founded in 1977 and is today one of the most important European corporate collections with an international reputation. The collection includes around 3,000 works by more than 650 artists. The early interest, initially related to pictorial works, was directed at artists from Southern Germany. These included teachers and students of the Stuttgart Academy such as Adolf Hölzel, Oskar Schlemmer, Willi Baumeister, Hans Arp and Max Bill. In the meantime, the Mercedes-Benz Art Collection also includes international art and has a clear art-science-based profile. This is based on the systematic structure of the collection with a concentrated content focus on abstract-constructive, conceptual and minimalist art as well as contemporary photography and media art.

Exhibitions of the works in the company, at the Mercedes-Benz Contemporary at Potsdamer Platz Berlin and in international museums (New York, Detroit, Johannesburg, Tokyo, Singapore, Sao Paulo and Buenos Aires), enable the art-interested public to engage with the collection on a broad scale. In addition, the Mercedes-Benz Art Collection awards sponsorship prizes for young art and offers an accompanying educational programme for schoolchildren. The corporate collection places great emphasis on sustainable processes: for example, it shows thematic exhibitions at different locations and uses materials and technology for exhibition concepts in a multifunctional way. At the same time, it plans packaging and transport efficiently and for long-term use, and reduces travel distances where possible.

Further information on the Mercedes-Benz Art Collection is available on the internet: [mercedes-benz.art/](https://www.mercedes-benz.art/)

Tickets for the exhibition and more information about the Petersen Automotive Museum in Los Angeles are available at www.Petersen.org.

The pictures with the numbers 22C0255_01, 22C0255_02, 22C0255_03 and 22C0255_04 can also be found at [Mercedes-Benz Group Media](#).

Please note the following important information before and when using the pictures with the artworks by Andy Warhol (image numbers 22C0255_01 and 22C0255_02):

The Andy Warhol Foundation draws attention to the fact that permission to reproduce the images is granted solely for use in conjunction with **media reportage about the exhibition "Andy Warhol: *Cars* - Works from the Mercedes-Benz Art Collection" at the Petersen Automotive Museum in Los Angeles** from July 23, 2022 to January 22, 2023. All reproductions of the images must be accompanied by the following **caption: © 2022 The Andy Warhol Foundation for the Visual Arts, Inc. / Licensed by Artists Rights Society (ARS), New York..** Any digital reproductions of the images may only be published with a resolution no greater than 72 dpi and a size of max. 4 inches (W x H). The images may not be offered for download.

Contact:

Julia Möger, +49 176 30974205, julia.moeger@mercedes-benz.com

Silke Mockert, +49 160 867 2007, silke.mockert@mercedes-benz.com

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Mercedes-Benz Group at a glance

Mercedes-Benz Group AG is one of the world's most successful automotive companies. With Mercedes-Benz AG, the Group is one of the leading global suppliers of premium and luxury cars and vans. Mercedes-Benz Mobility AG offers financing, leasing, car subscription and car rental, fleet management, digital services for charging and payment, insurance brokerage, as well as innovative mobility services. The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Mercedes-Benz sees shaping the future of mobility in a safe and sustainable way as both a motivation and obligation. The company's focus therefore remains on innovative and green technologies as well as on safe and superior vehicles that both captivate and inspire. Mercedes-Benz continues to invest systematically in the development of efficient powertrains and sets the course for an all-electric future: The brand with the three-pointed star pursues the goal to go all-electric, where market conditions allow. Shifting from electric-first to electric-only, the world's pre-eminent luxury car company is accelerating toward an emissions-free and software-driven future. The company's efforts are also focused on the intelligent connectivity of its vehicles, autonomous driving and new mobility concepts as Mercedes-Benz regards it as its aspiration and obligation to live up to its responsibility to society and the environment. Mercedes-Benz sells its vehicles and services in nearly every country of the world and has production facilities in Europe, North and Latin America, Asia and Africa. In addition to Mercedes-Benz, the world's most valuable luxury automotive brand (source: Interbrand study, 20 Oct. 2021), Mercedes-AMG, Mercedes-Maybach, Mercedes-EQ and Mercedes me as well as the brands of Mercedes-Benz Mobility: Mercedes-Benz Bank, Mercedes-Benz Financial Services and Athlon. The company is listed on the Frankfurt and Stuttgart stock exchanges (ticker symbol MBG). In 2021, the Group had a workforce of around 172,000 and sold 2.3 million vehicles. Group revenues amounted to €168.0 billion and Group EBIT to €29.1 billion.