



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

MEDIA INFORMATION 14 NOVEMBER 2017

Concorso d'Eleganza Villa d'Este 2018: The most beautiful classic automobiles are presented in a cinematic setting on the shores of Lake Como.

BMW Group Classic and the Grand Hotel Villa d'Este will present the world's most exclusive and traditional beauty contest for historic cars and motorcycles with a rich heritage from 25 to 27 May 2018 +++ The motto is: "Hollywood on the Lake" +++ Nomination phase now opened, more registrations are welcome.

Munich/Cernobbio. Spectacular scenes and stars from automobile and motorcycle history will await visitors to the Concorso d'Eleganza Villa d'Este 2018 in Cernobbio, Northern Italy. The beauty contest for historic cars is staged jointly by BMW Group Classic and the Grand Hotel Villa d'Este, and next year the event will be held under the motto "Hollywood on the Lake". From 25 to 27 May 2018, the parkland and grounds of Villa d'Este and the neighbouring Villa Erba on the banks of Lake Como will form the perfect set for the protagonists on two and four wheels. Alongside the cinematically staged overview of vehicle history since the beginnings of motorised transport, the Concorso d'Eleganza Villa d'Este 2018 will once again offer a perspective on the future of mobility with a presentation of spectacular Concept Cars and Prototypes.

In 2018, the competition for historic automobiles will once more encompass eight classes. And the entire bandwidth of automobile history will again be reflected in these categories – from pre-war racing cars and pre-war luxury saloons to sports cars and gran turismo automobiles in the post-war era. The spectrum of classic vehicles entering the competition will therefore be drawn from all the important epochs in vehicle and film history. Historic automobiles from the era of silent films and the golden twenties will be seen alongside dream automobiles from the period of the first modern blockbusters.

Additional vehicles of exceptional character will be presented in several special classes. These will include extraordinary automobiles which have left a lasting impression not only on the road but also as stars in feature films. Formula 1 racing cars will be presented from different decades in the premiere class of motor sport.



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The blue riband list of entrants is a hallmark of the Concorso d'Eleganza Villa d'Este. This contest was held for the first time in 1929 and provided an arena for new automobiles. Since 2005, the event has been jointly organised by BMW Group Classic and the Grand Hotel Villa d'Este, and today it is the world's most exclusive and traditional beauty contest for historic vehicles with an enviable heritage. The nomination phase for the Concorso d'Eleganza Villa d'Este 2018 has now started. The Selecting Committee is now calling on the owners of outstanding classics from all the epochs of automobile history to register their vehicles for the beauty contest.

And the Concorso di Motociclette will capture the imagination of the public for the eighth time with rare treasures from the history of the motorcycle. The Street Run by the motorcycles participating in the competition will take place through the streets of Cernobbio. Once again, this will be one of the spectacular highpoints of the weekend at the Concorso d'Eleganza 2018. The Selecting Committee comprising experts in motorcycle history will be responsible for choosing participants in the beauty contest for classic machines on two wheels. The committee has already started to review the first nominations. Additional registrations are welcome. Details on the categories will be announced later.

The official website of the event is available to all owners of exceptional historic cars and motorcycles for online registrations at <http://concorsodeleganzavilladeste.com>. Entry tickets and visitor packages can be booked from now on the event website.

Bitte wenden Sie sich für weitere Fragen an:

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