



CONCORSO D'ELEGANZA
VILLA D'ESTE

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**Concorso d'Eleganza Villa d'Este 2013 will take place from 24-26 May.
Concorso di Motociclette to be held for the third time.**

Munich. The Concorso d'Eleganza Villa d'Este is one of the world's most significant and tradition-laden beauty contests for automobiles. Under the patronage of the BMW Group, it has been held each May since 1999 in the grounds of the Grand Hotel Villa d'Este and Villa Erba in Cernobbio. In 2011 the Concorso d'Eleganza was joined for the first time by a motorcycle contest, already a great success in its 2012 edition.

In 2013 the Concorso di Motociclette will likewise take place in the grounds of Villa Erba not far from Villa d'Este, providing fans of historic motorcycles with a platform for a unique concours and its adjudication by an international panel of judges. The competition is open to all collectors, enthusiasts and private owners of motorcycles which meet the requirements laid down in advance by a committee of experts. Motorcycles are selected according to their historical significance as well as technical and aesthetic criteria. Registration opened in January 2013 and the relevant documents can be found at

<http://www.concorsodeleganzavilladeste.com/en/registration-motorcycle-concours.php>

The Concorso di Motociclette starts on 24 May 2013 with the arrival of participants at the Hotel Villa Flori in Cernobbio, followed by dinner at the restaurant Il Gatto Nero. The first highlight of the event will take place that evening with an open-air film showing in the grounds of Villa Erba.

Saturday kicks off with an event that already proved a hit last year among participants and the public alike – a street run involving all motorcycles whose owners are prepared to join in. This involves a one-hour ride from the hotel via the Piazza Cavour in Cernobbio to the Villa Erba presentation area, during which the two-wheelers are presented in action. Accompanied by a local police escort, this convoy of motorcycles with their riders in original gear is a special experience for the participants and the numerous onlookers lining the route. Later in the day the outdoor presentation takes place, along with the first assessment by the jury. The grounds are open to the public from 10.30 – 17.30 hrs. This year, Villa Erba also hosts the “90 Years of BMW Motorcycles” exhibition, showcasing many highlights from decades past. The programme will be rounded off by an exhibition on the theme of the “Corvette” and the historic Klemm 25.

Sunday sees the final appraisal by the jury followed by the announcement of the winners, which takes place on the central stage in the grounds of Villa Erba – invariably with enthusiastic participation by the public. The three winners in each of the five different categories (based on era and design) are then individually introduced to the public and presented with their prizes. The overall winner is selected from among the category winners.

The open-air exhibition will be complemented by historic vehicles, concept cars and prototypes.

For any further queries please contact:

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