



CONCORSO D' ELEGANZA
VILLA D' ESTE

dal
1929

MEDIA INFORMATION

21 DECEMBER 2017

Concorso d'Eleganza Villa d'Este 2018: Event organisers establish more categories for historic cars and motorcycles.

Event categories for all manner of classic vehicles, whether equipped with four, three, or two wheels, reflect the broad spectrum of the history of mobility +++ Selecting committees are still accepting registrations +++ BMW Group Classic und Grand Hotel Villa d'Este to host the exclusive car pageant on Lake Como from May 25th to May 27th 2018 +++ Theme of the beauty contest is "Hollywood on the Lake".

Munich/Cernobbio. At the Concorso d'Eleganza Villa d'Este 2018 in the Northern Italian municipality of Cernobbio the overriding theme is "Hollywood on the Lake". From the 25th to the 27th of May 2018 the grounds of the Grand Hotel Villa d'Este and the gardens belonging to the Villa Erba on Lake Como will become the perfect cinematic backdrop to this magnificent event. The "script" for the historical automobile and motorcycle beauty pageant is now starting to come together. Responsibility for choosing participants lies with the selecting committees who have created four more categories in which the glamorous main protagonists can compete for the attention of both public and jury.

Experts have chosen to combine the announcement of the categories with a final call to aspiring performers for the as-yet unfilled roles in this magnificent production. BMW Group Classic has hosted the pageant of rare beauties on Lake Como in conjunction with the Grand Hotel Villa d'Este since 2005. Thanks in no small part to its choice field of entrants, it is generally recognised to be the world's most exclusive beauty competition for historic motor vehicles. The final categories now reflect the full spectrum of the history of both the automobile and the motorcycle.



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Now in its eighth year, the Concorso di Motociclette in Cernobbio has created six categories for participants, five of which have already been confirmed.

Class A

Golden Years for American Motorcycles (1907 – 1917)

Class B

Luxury on 3 Wheels – Sidecars in the 1920s and 1930s (1920 – 1939)

Class C

Winning Italian Singles – 250cc Grand Prix Motorcycles (1949 – 1963)

Class D

New Clothes on British and German Motorcycles (1960 – 1970)

Class E

Motorcycle Design – New Concept Bikes and Prototypes

The sixth class, which, at this point in time, has not yet been confirmed, will be announced in early 2018. Outstandingly beautiful, historically significant automobiles will compete in the Concorso d'Eleganza Villa d'Este 2018 in eight vehicle categories. This year, the Selecting Committee responsible for these automotive mega stars has added two new classes to complete the programme including a category dedicated to the aerodynamically efficient designs of the Art-Deco era as well as a class for vehicles, which have been perfectly maintained in their original condition.

The competition for historic motor vehicles now includes the following categories:

Class A

The Titans: Dirt, Dust and Danger (1900 – 1939)

Class B

From Manhattan to Mayfair: The Golden Age of Motoring Opulence (1918 – 1939)

Class C

Shaped by the Wind: Grandes Routières of the Art Deco Era (1925 – 1940)

Class D

New World, New Ideas: The Story of the GT (1945 – 1965)

Class E

Speed Meets Style: The Flowering of the Sports and the Racing Car (1950 – 1970)

Class F

When Sex Was Safe and Racing Was Dangerous: Formula One! (1950 – 1988)

Class G

Hollywood On The Lake: Stars of the Silver Screen (1920's to 1930's)

Class H

Perfectly Preserved: Automotive Archaeology (1900 – 1980)



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While determining the categories, the selecting committees were also busy viewing the first nominations for the competition. Applications to take part in the Concorso d'Eleganza Villa d'Este 2018 are still being accepted by the selecting committees.

Those owners of historic automobiles and motorcycles whose vehicles could play a star role in one of the above-mentioned categories can still register their applications. Those wishing to apply online, are recommended to use the corresponding registration form, which can be downloaded from the **<http://concorsodeleganzavilladeste.com>** website. In addition, the site is now open for booking both admission tickets to the Concorso d'Eleganza Villa d'Este 2018 as well as exclusive visitor packages.

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