



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

PRESS RELEASE 9TH MAY 2018

Camera and Action: Cinematic classics at the Concorso d'Eleganza Villa d'Este 2018.

BMW Group Classic and the Grand Hotel Villa d'Este present rare treasures from all eras of automobile and motorcycle history under the motto of "Hollywood on the Lake" beside the shores of Lake Como between 25th and 27th May 2018 +++ 51 automobiles and 30 motorcycles and sidecar combinations will feature at the world's most exclusive and traditional beauty contest for historic vehicles +++ Additional award classes for Prototypes and Concept Cars create a bridge between the value of heritage and looking to the future.

Munich / Milan. Proud owners and passionate fans of extraordinary classics on two, three and four wheels will gather together on the banks of Lake Como in Cernobbio, Northern Italy, from 25th to 27th May 2018. They will be celebrating the world's most exclusive and traditional beauty contest for historic vehicles. At the Concorso d'Eleganza Villa d'Este 2018, 51 automobiles and 30 motorcycles and sidecar combinations from different eras will compete for the favour of the public and an international Jury of distinguished experts. The highpoints of the classic weekend organised jointly by BMW Group Classic and the Grand Hotel Villa d'Este include the public vehicle presentation in the parkland of Villa Erba, the Street Run by the motorcycle entrants taking part in the competition, special exhibitions and the award of the "Best of Show" on Sunday evening.

"Hollywood on the Lake": Spectacular staging against a cinematic backdrop.

The Concorso d'Eleganza Villa d'Este 2018 is being held under the motto of "Hollywood on the Lake". The selection of the classics nominated for the beauty contest being held beside Lake Como covers all eras of vehicle and film history – from the age of silent film to the era of modern blockbusters. Once again this year, the grounds of the Grand Hotel Villa d'Este and the neighbouring parkland of Villa Erba will form a stylish and atmospheric backdrop for the cinematic pageant of the most beautiful automobiles and motorcycles. BMW Group Classic is also presenting the special exhibition entitled "Movie Cars and Bikes" in the Padiglione Centrale of Villa Erba. This exhibition showcases vehicles that played a leading role in famous screen successes, including the classic Mini driven by "Mister Bean" and original vehicles from "James Bond" films and the "Mission Impossible" series.



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Long tradition and international alignment.

The inimitable character of the Concorso d'Eleganza Villa d'Este has a long tradition extending back to the year 1929, when the first vehicle exhibition was held on the shores of Lake Como entitled "Coppa d'Oro Villa d'Este". This was a showcase for new launches in the automobile sector – and it also had an international focus. The automobiles selected by the Selecting Committee for this year's beauty contest are presented by owners from 15 countries. Twelve vehicles are in US ownership, seven marques in each case come from Italy and Switzerland. The selected rare treasures originated from a total of 28 different manufacturers between 1909 and 1985. The Concorso di Motociclette is being held for the eighth time this year and vehicle owners from six nations were inspired to participate. Their motorcycles and sidecar combinations were produced by 25 different manufacturers between 1907 and 1969.

The competition of classic automobiles is divided into eight award classes. In line with this year's event motto, the vehicles presented will include cars that have made an enduring impression on the road and also made their mark as performers in feature films. Another class will present a competition between Formula 1 racing bombshells from the royal class of motor sport from various decades.

- Class A. The Titans: Dirt, Dust and Danger.**
- Class B. From Manhattan to Mayfair: The Golden Age of Motoring Opulence.**
- Class C. Shaped by the Wind: Grandes Routières of the Art Deco Era.**
- Class D. New World, New Ideas: The Story of the GT.**
- Class E. Speed Meets Style: The Flowering of the Sports Racing Car.**
- Class F. 80 Years of Automotive Archaeology.**
- Class G. Hollywood on the Lake: Stars of the Silver Screen.**
- Class H. When Sex was Safe and Racing was Dangerous: Formula One!**

The field of historic motorcycles and sidecar combinations is divided into five categories. The spectrum of showcased vehicles ranges from large-capacity touring bikes from the early years of American motorcycle production in the US to Italian racing machines powered by single-cylinder engines.

- Class A. Golden Years for American Motorcycles.**
- Class B. Luxury on 3 Wheels: Sidecars in the 1920s and 1930s.**
- Class C. New Ideas for the 1950s.**
- Class D. Winning Italian Singles: 250 cc Grand Prix Motorcycles.**
- Class E. New Clothes on British and German Motorcycles.**



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Concept Cars and Concept Bikes: Harmonious coexistence between tradition and future.

BMW Group Classic is highly active in supporting and maintaining the brand and model heritage. The awareness of tradition is a fixed component of identity and offers orientation for forward-looking development of the company. The BMW Museum, Group Archives, Vehicle Collection, Classic Workshop and Parts Shop, and support for the national and international club scene additionally encourage a lively exchange of views and ideas with owners and fans of historic automobiles and motorcycles.

Heritage vehicles from the brands of BMW and BMW Motorrad, MINI and Rolls-Royce are authentically presented to fans and aficionados all over the world by participating in a large number of trade fairs, exhibitions, classic rallies and similar events. As an organiser of the Concorso d'Eleganza Villa d'Este, BMW Group Classic presents the passion for the heritage of mobility in a particularly intensive way. The exceptionally high status of the classic weekend on the shores of Lake Como derives from the distinguished field of participants, the enthusiastic public audience and the exclusive event framework.

The distinctive characteristics of the Concorso d'Eleganza Villa d'Este also include the unique connection between an awareness of tradition and looking forward to the future. Spectacular prototypes and design drafts from recent times are presented alongside the classics with their special aesthetic profile and historic significance. The vehicles nominated in the classes Concept Cars and Prototypes and Concept Bikes showcase impressive design and conceptual highlights that elevate them to the rank of classics of the future. The public referendum will decide the winners of the special prizes awarded for exciting design on four and two wheels.

Distinguished Jury provides outstanding expertise.

A Jury made up of international experts will decide on the conferment of class winners and the bestowal of the award "Best of Show". The Jury members are characterised by complete independence and outstanding expertise. Lorenzo Ramaciotti from Italy has been President of the Jury since 2004. During the course of his long professional career, he worked as Head of Design at Pinnfarina and in the Fiat Group. Over the past two decades, he has also been active in evaluating historic automobiles. He is supported in his role of Jury President by other distinguished experts: Ian Cameron from the United Kingdom, Chief Designer at Rolls-Royce Motor Cars until 2012, US journalist and automobile historian Winston Goodfellow, Harm Lagaaij from the Netherlands, former Chief Designer at Ford, BMW and Porsche, Mauro Forghieri from Italy, former Formula 1 designer at Scuderia Ferrari, Adolfo Orsi, expert on Maseratis and historian of Italian motor sport, Stefano Pasini, journalist and author of automobile books, Patrick le Quément from France, former Chief Designer at Renault, and German automobile journalist J. Philip Rathgen.



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The team of Honorary Judges, which traditionally supports the Jury at the Concorso d'Eleganza Villa d'Este, has once again been augmented. This year, the judges have been joined by a new member in the form of the Chief Design Officer at Apple, Sir Jonathan Paul "Jony" Ive. The British designer is fascinated by the charisma that emanates from historic automobiles, and the same is true of Italian designer Lapo Elkann, owner of the fashion label "Italia Independent" and grandson of former head of the FIAT Group Gianni Agnelli. Elkann will also be evaluating the sumptuous vehicles on the shores of Lake Como for the first time this year. Alongside Yasmin Le Bon from the United Kingdom, Quirina Louwman from the Netherlands is another classic car aficionado and regular participant in classic rallies, and both of them will assist in the allocation of points this year.

Programme schedule:

More than 8000 visitors are expected this year in the parkland of Villa Erba alone to admire the magnificent rare treasures on two, three and four wheels. Before all the guests arrive, 58 truckloads of stages, podiums, audience stands, lighting and sound technology alongside other equipment will be brought to the venue so as to ensure the smooth running of the event for all the guests.

The Concorso d'Eleganza Villa d'Este 2018 will begin on Friday, 25th May 2018, with the arrival of the participants and the presentation of a Concept Bike recently designed at BMW Motorrad. At 14.00 on Saturday, 26th May 2018, the Street Run of the motorcycles taking part in the contest sets off from Villa Erba on an outing to Villa d'Este. They form a spectacular cavalcade travelling through the streets of Cernobbio. In the afternoon, the first important and most traditional award in the contest is presented with the "Coppa d'Oro Villa d'Este" public prize. On Sunday, 27th May 2018, the 51 participants in the beauty contest for automobiles and the 30 historic motorcycles and sidecar combinations will parade in front of the grandstand in the park of Villa Erba. The crowning finale of the event will take place in the evening when the overall winner will be announced. The title Best of Show will be conferred on this vehicle and the "Trofeo BMW Group" will be awarded.

Media representatives will find additional information under www.concorsodeleganzavilladeste.com and under www.press.bmwgroup.com (please use the search word "Concorso").

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