



MEDIA INFORMATION
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“BEST OF SHOW”: ALFA ROMEO TIPO B (P3) WINS THE TROFEO BMW GROUP. CONCORSO D'ELEGANZA VILLA D'ESTE 2025 SHINES WITH THREE BMW WORLD PREMIERES.

**+++ BMW celebrates spectacular world premieres that epitomise performance, elegance and pure driving pleasure. +++
BMW Group Classic honours numerous anniversaries with special exhibitions +++ Public days on Saturday and Sunday
attract large crowds +++ “BMW Mille Miglia Icons” special exhibition generates enthusiasm +++**

Munich/Cernobbio. The magical backdrop of Lake Como provided the setting for unforgettable days at this year's edition of the Concorso d'Eleganza Villa d'Este, the world's most prestigious and traditional classic-car event. From 23th to 25th May, the magnificent grounds of the Hotel Villa d'Este brought together a fabulous variety of vehicles competing in eight irresistibly appealing classes. The event captivated the numerous visitors and was widely covered by the international press, finally being crowned by the presentation to a radiant winner.

The Alfa Romeo Tipo B (P3) from 1934 won the contest. Historically, this speedster was by no means just any race car – it was a groundbreaking machine that redefined the concept of Grand Prix racing. Designed by the brilliant Vittorio Jano, this was one of the first true single-seater racing cars. On Sunday, the car from the Auriga Collection in Germany received the prestigious winner's prize “Trofeo BMW Group – Best of Show”. It was presented by Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este and Wilhelm Schmid, CEO of A. Lange und Söhne. Alongside the stunning trophy, the winner selected by the Jury received a unique model of the 1815 Chronograph in white gold. The exclusive watch was created by A. Lange und Söhne especially for the winner of the “Best of Show”.

The “Coppa d'Oro Villa d'Este” selected by Public Referendum was won by the BMW 507 from the year 1957. Its sleek and superbly balanced body design paired with a 3.2 litre V8 engine made it an icon of automotive engineering. The Roadster, which is one of the greatest BMW icons to this day and was presented by Dirk de Groen from the United States of America, received the most votes from visitors to the event.

Friday evening saw the BMW M design world premiere of the BMW M2 CS, a new high-performance sports car conceived for sheer driving pleasure. The BMW Group Cocktail launched a festive first night with two further stunning world premieres: the BMW Concept Speedtop, an exclusive three-door interpretation of a BMW Touring with a unique colour and material concept, and the BMW Motorrad Concept RR, an insight into the next generation of BMW RR Superbikes.



The glamorous setting in the mosaic garden of Hotel Villa d'Este provided a fitting backdrop for marking the 70th anniversary of an icon in automotive design: the BMW 507. In addition, Rolls-Royce Motor Cars celebrated a special milestone, the centenary of the very first Phantom. The movie career of the pinnacle model in the marque's portfolio was honoured with an exhibition showcasing the Rolls-Royce Phantom Goldfinger, a one-of-one masterpiece celebrating the story of the James Bond film from 1964.

On both Public Days, BMW Group Classic successfully engaged a wide and diverse range of visitors. "Amici & Automobili - Wheels & Weisswurst" on Saturday brought together fans of legendary automobiles and numerous enthusiasts from BMW automobile clubs alongside clubs of other brands from northern and central Europe in the extensive park of Villa Erba. An impressive exhibition of various BMW 3 Series models of all generations celebrated the 50th anniversary of the legendary model series. Following the event, an independent BMW-only auction by first-time partner Broad Arrow Auctions honoured the brand's rich history from the first BMW 328 and BMW 507 to the dynamic BMW M models of today.

Once again sold out, the "Concorso d'Eleganza Villa d'Este Public Day - II Festival" attracted a large audience with its numerous highlights. Dreams came true for many fans of classic race cars with a special exhibition celebrating 85 years of the "BMW Mille Miglia Icons". It showcased the surviving original vehicles that achieved a glorious overall Mille Miglia victory for BMW in 1940. Other attractions on the extensive grounds of Villa Erba included the presentation of Art Car No. 13 by Sandro Chia (an artistically impressive BMW M3 GTR) and an exhibition celebrating the 70th anniversary of the three-wheeled BMW Isetta. The Public Day also gave spectators an opportunity to celebrate their shared fascination for automobility as they watched the spectacular parade of all the Historic Cars competing in the award classes of the Concorso d'Eleganza Villa d'Este 2025. The impressive show spanned an arc from the past into the future, not least through the "Concept Cars & Prototypes" class.

At the end of the parade on Sunday, Helmut Käs (Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este) and Massimiliano di Silvestre (President of BMW Italy) presented the proceeds from Saturday's ticket sales and an additional amount from BMW Group Classic as a donation to Matteo Monti (Mayor of Cernobbio) for two kindergartens in the town of Cernobbio.

"The Concorso d'Eleganza Villa d'Este 2025 offers a unique opportunity to highlight the enduring fascination of mobility, seamlessly bridging the automobile's storied past with its contemporary and future iterations. We believe this event transcends mere exclusivity. First and foremost, it is about cultivating a vibrant experience for all enthusiasts of historic cars during our dedicated Public Days," explained Helmut Käs (CEO of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este).

"Villa d'Este has been the custodian of the Concorso d'Eleganza Villa d'Este since 1929, an event that brings together tradition and timeless elegance, with class, design and engineering in a uniquely inspiring setting. Year after year, the success of the event lies in the unique cars showcased along with the emotion and passion shared by generations of motor-car enthusiasts. We are grateful to the BMW Group for the long-lasting collaboration and look forward to many more memorable events in the future," commented Davide Bertilaccio (CEO of Villa d'Este Hotels).



BMW Group Classic would like to thank its partners A. Lange & Söhne, Broad Arrow Auctions, the new auction partner of the Concorso d'Eleganza Villa d'Este, and Vranken-Pommery Monopole. A big thank you also goes to the local authorities for their support and the comprehensive security concept enabling the realisation of the entire weekend.

Until the next edition, we invite you to indulge in a review of all the highlights of the Concorso d'Eleganza Villa d'Este 2025 at www.concorsodeleganzavilladeste.com. Naturally, you can also enjoy the multifarious memories on our Instagram and Facebook channels.

The list below presents the "Best of Show" and all the class winners alongside those vehicles in the eight classes for Historic Cars bestowed with a Mention of Honour. The model, coachwork designer, year of manufacture and owner are provided in each case:

Fuel consumption and emissions figures:

BMW M2 CS

Fuel consumption, combined: 10.0 l/100 km [28.3 mpg imp]; CO₂ emissions, combined: 226 g/km in the WLTP cycle, CO₂ class: G.

Rolls-Royce Phantom Goldfinger

NEDCcorr (combined): CO₂ emissions: 345 g/km; Fuel consumption: 15.1 ltr/100 km / 18.7 mpg. WLTP (combined): CO₂ emissions: 362-348 g/km; Fuel consumption: 15.9-15.2 ltr/100 km / 17.7-18.6 mpg.

Trofeo BMW Group

Best of Show by the Jury

Winner: Alfa Romeo Tipo B (P3), Monoposto da Gran Premio, Alfa Romeo, 1934, Auriga Collection, Germany.

Concorso d'Eleganza Design Award for Concept Cars & Prototypes

By Public Referendum

Winner: Alfa Romeo 8C Doppia Coda Zagato, Zagato, 2025, designed by Norihiko Harada.

Class Winners and Mentions of Honour

CLASS A: Glorious Excess: The Evolution of the 'Money no Object' Motor Car, 1920-1940

Class Winner

Duesenberg SJ, Sweep Panel Dual Cowl Phaeton, La Grande, 1933, Thomas Maoli, United States.

Mention of Honour

Duesenberg J, Sports Sedan, Weymann, 1929, Donald Ghareeb, United States.

CLASS B: Sculpture in Motion: The Decade of the automotive Arms Race, 1928-1938

Class Winner

Alfa Romeo Tipo B (P3), Monoposto da Gran Premio, Alfa Romeo, 1934, Auriga Collection, Germany.

Mention of Honour

Bugatti Type 59, Roadster, Bugatti, 1933, Gregory Manocherian, United States.



CLASS C: Renaissance: The Post-War European Sports Car comes of Age

Class Winner

Ferrari 212 Export, Cabriolet Vignale, 1951, Michael Weisberg, United States.

Mention of Honour

Ferrari 275 GTB, Coupé, Ferrari, 1965, Christopher Stahl, Germany.

CLASS D: Titans of the Track: When the Boss says “Let’s race!”

Class Winner

Ferrari 250 Monza, Barchetta, Scaglietti, 1954, Giuseppe Prevosti, Italy.

Mention of Honour

Ferrari 121LM, Racing Spyder, Scaglietti, 1954, Elad Shraga, United Kingdom.

CLASS E: Frozen in Time: Preservation ‘Time Capsules’ from 1900-1973 which have survived in unrestored State

Class Winner

Ferrari 330 GTC, Two-Seater Coupé, Pininfarina, 1967, Tony Owen, United States.

Mention of Honour

Dino 206 GT, Coupé, Scaglietti, 1968, Fabio Colombo, Italy.

CLASS F: “Go Big or Go Home”: Automotive Excess of the ‘80s to the new Millennium, when nothing seemed too fast, expensive or bold

Class Winner

Bugatti EB 110 GT, Coupé, Bugatti, 1993, Maurizio De Angelis, Italy.

Mention of Honour

Ferrari F40 GTE, Berlinetta, Michelotto, 1995, Chad Williams, United States.

CLASS G: Vanishing Act: Gone but proudly not forgotten

Class Winner

Talbot Lago T 26 Grand Sport, Fastback Coupé, Saoutchik, 1948, Robert Kudela, Czechia.

Mention of Honour

Siata 208 CS, Spider Corsa, Bertone, 1952, Nikolay Miroshnichenko, Monaco.

CLASS H: Style matters: Opulence meets Elegance before Times change forever

Class Winner

Ferrari 410 Superamerica, Coupé, Pininfarina, 1959, Sam Lombardo, United States.

Mention of Honour

Mercedes-Benz 300 SC, Coupé, Mercedes-Benz, 1957, Vin Di Bona, United States.



Special Prizes

Trofeo BMW Group Ragazzi

By Young People's Referendum

Winner: Ferrari 330 GTC, Two-Seater Coupé, Pininfarina, 1967, Tony Owen, United States.

Concorso d'Eleganza Design Award

For Concept Cars & Prototypes by Public Referendum

Winner: Alfa Romeo 8C Doppia Coda Zagato, Zagato, 2025, designed by Norihiko Harada.

Trofeo dei Presidenti dei Concorsi Internazionali

By the President of the Concorso d'Eleganza Villa d'Este /

Chairman of the Pebble Beach Concours d'Elegance /

Chairman of the Amelia Island Concours d'Elegance /

Chairman of the Oberoi Concours d'Elegance

Winner: Alfa Romeo 8C 2900 MM, Spider Corsa, Touring, 1938, Ralph Lauren, United States.

Trofeo del Presidente della Giuria

By the President of the Jury, Lorenzo Ramaciotti

Winner: Bentley Speed Six, Weymann Sportsman Coupé, Gurney Nutting, 1930, Nationales Automuseum, Germany.

TROFEO Coppa d'Oro Villa d'Este

Best of Show by Public Referendum

Winner: BMW 507, Roadster, BMW, 1957, Dirk de Groen, United States.

TROFEO BMW Group Classic

For the most sensitive restoration by the Jury

Winner: Lagonda V12 DHC, Drophead Coupé, Lagonda, 1939, Nishant Dossa, India.

TROFEO Vranken-Pommery

For the best iconic car

Winner: BMW 507, Roadster, BMW, 1957, Dirk de Groen, United States.



TROFEO ASI

For the best preserved post-war car

Winner: Serenissima 308V, Torpedo, Fantuzzi, 1965, Tom McGough, United States.

TROFEO Auto & Design

For the most exciting design

Winner: OSI Silver Fox Prototype, Catamaran, OSI, 1967, Paul-Emile Bessade, France.

TROFEO il Canto del Motore

For the best engine sound

Winner: Aston Martin DB3S, Two-Seater (open cockpit), Aston Martin, 1956, Private Collection, United States.

TROFEO Automobile Club Como

For the car driven from farthest away

Winner: Rolls-Royce 20 HP, Saloon, H. J. Mulliner, 1927, Axel Schröter, Monaco.

TROFEO dei Schedoni

For the car with the best preserved leather interior

Winner: Jaguar E-Type Lightweight (86PJ), Open Two-Seater, Jaguar Cars, 1963, Richard Cook, United Kingdom

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Concorso d'Eleganza Villa d'Este App for iOS and Android

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THE BMW GROUP

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide. The company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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VILLA D'ESTE

The iconic 5-star luxury hotel located in Cernobbio on the shores of Lake Como, Villa d'Este is an internationally recognised landmark in luxury hospitality. A member of The Leading Hotels of the World, it is part of the Villa d'Este Hotels Group, which also includes the 5-star Villa La Massa on the banks of the Arno River in Florence, the famous Harry's Bar in Cernobbio and the Hotel Miralago in Cernobbio, as well as Golf Villa d'Este. The group also manages the two 4-star properties Palace Hotel and Barchetta Excelsior in Como, along with the Ceccato Garden Bar.

Considered one of the most beautiful examples of mid-16th century architecture, transformed into a luxury hotel in 1873 and set in a 12-hectare park with centuries-old trees, statues, and colourful flowers, Villa d'Este has been a symbol of timeless elegance for over 150 years. It offers 151 rooms and suites, divided between the Cardinal's Building and the Queen's Pavilion, along with four private villas within the estate.

The culinary offering, led by Executive Chef Michele Zambanini, includes three dining options: the elegant Veranda, with stunning lake views, offering a classical-contemporary cuisine with a strong Italian influence and an international twist. The Grill offers more casual dining, where grilled meats and seafood classics take centre stage. The Platano evokes the authentic flavours of Mediterranean and Japanese cuisine, blending influences and aromas from around the world. The wine cellar at Villa d'Este represents excellence in the world of restaurant and hotel wine collections, renowned in Italy and abroad for the variety and quality of its selected labels, the value of its enological heritage and its wine-related initiatives. The Bar Canova is the go-to destination on the lake to enjoy the finest cocktails paired with delicious snacks in a refined and pleasant atmosphere. During the summer months, the Sundeck adjacent to the floating pool is the perfect place to enjoy a light meal with your feet in the water, sipping one of the cocktails from the revamped menu. The hotel also features a Beauty Centre and Sports Club, with an indoor heated pool, gym, sauna, steam bath, squash court, putting green, life path and eight tennis courts. The renowned floating pool on the lake is heated and there is a separate pool for children nearby. Davide Bertilaccio is the CEO of the Group.