



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

MEDIA INFORMATION 16 February 2026

Initial information on the Concorso d'Eleganza Villa d'Este 2026. Media accreditation opens.

+++ Concorso d'Eleganza Villa d'Este will take place from May 15 to 17, 2026 +++ Vehicle classes have been determined +++ Vehicle registration for the competition remains open +++ "Concorso d'Eleganza Villa d'Este Public Days" and "Amici & Automobili - Wheels & Weisswürscht Lake Como" on the grounds of Villa Erba +++ Ticket sales have started +++ Media accreditation now possible +++

Munich/Cernobbio. From 15 to 17 May 2026, BMW Group Classic is organising the legendary Concorso d'Eleganza Villa d'Este in cooperation with the Grand Hotel Villa d'Este. Around 50 spectacular automobiles will compete for the coveted trophies, above all the Trofeo BMW Group, with which the high-calibre jury will select the overall winner of the Concorso d'Eleganza.

The following competition classes have already been set out by the Concorso d'Eleganza Villa d'Este Sourcing & Selecting Committee:

VIVA VILLA D'ESTE: EXTRAVAGANT 1950S STYLE

"THE TOP GOES DOWN, THE PRICE GOES UP": SELLING SUNSHINE

THEY EARNED THEIR NAMES: ENZO'S ENDURANCE LEGENDS

EVERY SCRATCH TELLS A STORY: AGEING GRACEFULLY WITHOUT RESTORATION

FROM CARNABY ST TO THE AUTOSTRADA: THE SWINGING SIXTIES GT

THE PACE RACE: THE SUPERCAR COMES OF AGE

The Sourcing & Selecting Committee of the Concorso d'Eleganza Villa d'Este 2026 is still accepting vehicle applications. On the event's website at <https://www.concorsodeleganzavilladeste.com/blocks/take-part-as-an-entrant-registration>, you can register online with vehicles for the competition classes that have already been determined.

The exciting meeting of the latest concept cars is a globally unique tradition. Owners and manufacturers of concept cars can also already apply for this event.



MEDIA INFORMATION

16 February 2026

In 2026, BMW Group Classic is celebrating several anniversaries on Lake Como. The BMW 328, the BMW sports car icon from the 1930s, will be the centre of attention due to its 90th anniversary. In addition, "40 years of the BMW M3", "50 years of the BMW 6 Series" and "60 years of the BMW 02 Series" will be celebrated mainly on the grounds of Villa Erba.

The "**Concorso d'Eleganza Villa d'Este Public Days**" in the enchanting garden of Villa Erba will take place again in 2026. On Sunday 17 May, "Public Day - Il Festival" will once again give the general and interested public the opportunity to experience the Concorso d'Eleganza Villa d'Este car parade. Visitors can also look forward to a spectacular programme of events for the whole family.

The event format "**Amici & Automobili - Wheels & Weisswürscht**", well-known from Munich and now also established on Lake Como, will of course once again be part of the festival weekend. Cars of all makes from clubs and communities from all over Europe will meet for the fifth time in a row in the park of Villa Erba together with many visitors - true to the motto "Casually celebrating cars". If you would like to enter your car, you can send an email including information about the car and photos to Classic@bmwgroup.com, subject line "Wheels&Weisswürscht Lake Como 2026", by 02 March.

The organisers are also delighted that sponsors A. Lange & Söhne, Broad Arrow Auctions and Vranken Pommery will be taking part in the next edition of the Concorso d'Eleganza Villa d'Este.

The "**Trofeo BMW Group - Best of Show**" winner will be presented with a special timepiece from **A. Lange & Söhne**: the unique 1815 CHRONOGRAPH in 18-carat white gold with a solid red gold dial and the hand-engraved red gold dial and the hand-engraved coat of arms of the Concorso d'Eleganza Villa d'Este on the hinged back. A. Lange & Söhne has been a loyal companion of the Concorso d'Eleganza Villa d'Este for 15 years. This long-standing partnership will be honored accordingly during the event.

Following last year's successful European premiere, **Broad Arrow Auctions**, a leading global collector car auction house and the fastest-growing auction house in its segment, the US auction house Broad Arrow Auctions will once again be auctioning offering spectacular automobiles on Saturday 16 May and on Sunday 17 May at Villa Erba. Exciting early highlights already set for the auction include a Classiche certified, "non-cat, non-adjust" 1990 Ferrari F40 (Estimate: €2.300.000 - €2.500.000), an exquisitely preserved 1929 Bugatti Type 43 Roadster with one-off coachwork by Eugène Matthey (Estimate: €2.500.000 - €3.500.000), and a pair of sought-after Honda NSX examples, including a lightweight 2003 NSX-R (Estimate: €700.000 - €800.000) and a rare 1999 NSX Type S factory finished in stunning Monte Carlo Blue Pearl (Estimate: €200.000 - €250.000). Interested consignors are asked invited to contact a Broad Arrow Auctions car specialist via www.broadarrowauctions.com or on +44 20 4592 0169 (+1 313 312 0780 in North America).



MEDIA INFORMATION

16 February 2026

Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este: "Year after year, we continue to develop the Concorso d'Eleganza Villa d'Este with great dedication. We want to offer visitors to the various event areas the highest level of automotive culture and entertainment, combined with the unique flair that can only be found in the surroundings of Villa d'Este and Lake Como."

Davide Bertilaccio, CEO Villa d'Este Hotels highlights: "Few places in the world can elevate the art of the automobile as naturally and authentically as Villa d'Este and Lake Como. To welcome the Concorso d'Eleganza each year is not only to honour a remarkable tradition, but to celebrate one of the longest-running and most enduring concours in the world — a living expression of craftsmanship, passion and cultural heritage. Together with BMW Group Classic, we are proud to create an atmosphere where excellence belongs, where history continues to inspire the future, and where every guest becomes part of a truly timeless and exceptional experience."

Further details about all the events extends of the 2026 event will be announced in spring.

As of today, international media representatives can apply for media accreditation for the Concorso d'Eleganza Villa d'Este. Please use our online tool in the media section of the event website
<https://www.concorsodeleganzavilladeste.com/blocks/home> .

Tickets for the Concorso d'Eleganza Villa d'Este as well as for "Amici & Automobili - Wheels & Weisswürscht" and the "Public Day - Il Festival" can be purchased here:

<https://www.concorsodeleganzavilladeste.com/blocks/tickets-packages>

Stay informed on these channels:

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

Concorso d'Eleganza Villa d'Este website: <https://www.concorsodeleganzavilladeste.com/>

Instagram: https://www.instagram.com/concorsodeleganza_vde/

BMW Group Classic Media Server for downloads:

<https://www.bmwgroupclassic-downloads.com/Events/>



MEDIA INFORMATION

16 February 2026

If you have any further questions, please contact:

BMW Group Corporate Communications

Marc Thiesbürger

Spokesperson BMW Group Classic

Phone: +49 151 60176534

Email: marc.thiesbuerger@bmwgroup.com

Internet: www.press.bmwgroup.com

BMW Group Corporate Communications

Cypselus von Frankenberg

BMW Lifestyle and Brand Communication

Phone: +49 170 7965284

Email: cypselus.von-frankenberg@bmw.de

Internet: www.press.bmwgroup.com

Villa d'Este

Maria Gasparella

Director of Sales & Marketing Villa d'Este La Collezione

Phone: +39 347 7979296

Email: maria.gasparella@villadeste.it // communication@villadeste.it

Internet: www.villadeste.it

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 over 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.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>



MEDIA INFORMATION

16 February 2026

Villa d'Este

The iconic five-star luxury hotel located in Cernobbio on Lake Como, Villa d'Este has long been an international benchmark in the world of luxury hospitality. Together with Villa La Massa, an exclusive five-star property overlooking the Arno River in Florence and Palazzo Venezia in Como, it is a member of The Leading Hotels of the World and part of Villa d'Este La Collezione, the brand that brings together the Group's finest properties. Villa d'Este La Collezione also includes the Miralago Luxury Apartments in Cernobbio, set to be inaugurated in June 2026. Regarded as one of the finest expressions of mid-sixteenth-century architecture, converted into a luxury hotel in 1873 and set in 12 hectares of parkland lined with age-old trees, statues and flowers, Villa d'Este has been a symbol of timeless elegance for more than 150 years. The property consists of 151 rooms and suites across the Cardinal Building and Queen's Pavilion, in addition to four private villas on the grounds. Villa Belinzaghi was acquired in 2022 and is undergoing full restoration. At the helm of the Group, serving as CEO and Managing Director, is Davide Bertilaccio.

www.villadeste.com

LinkedIn: <https://www.linkedin.com/company/villa-d-este-s-p-a/>

Instagram: <https://www.instagram.com/villadestelakecomo/>

Facebook: <https://www.facebook.com/villadestelakecomo/>