



CONCORSO D' ELEGANZA
VILLA D' ESTE

dal
1929

PRESS RELEASE

01 June 2021

Concorso d'Eleganza Villa d'Este 2021

- Date from 1st to 3rd October 2021 reconfirmed
- Opening of press accreditation at the beginning of August
- Classes of car defined, field of participants complete
- One-time omission of Villa Erba and the Motorcycle Concourse
- Villa d'Este Prelude Tour along Lake Como on Thursday

Munich/Cernobbio. The organisers of the Concorso d'Eleganza Villa d'Este, BMW Group Classic and the Grand Hotel Villa d'Este, are glad to confirm that the most exclusive beauty contest for classic vehicles with the greatest heritage tradition will take place between 1st and 3rd October 2021. The development of the pandemic situation shows positive trends at many points and this is a key factor for an event with participants and guests from all over the world.

However, it has been decided to keep the event a bit more intimate with limited access for 2021, therefore the public event on the grounds of Villa Erba as well as the Concorso di Motociclette won't take place this year. The entire Concorso d'Eleganza 2021 will therefore take place at the Villa d'Este from Friday to Sunday.



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The Selecting Committee has already made an exclusive selection from the large number of registrations. The cars will be presented in the following classes for the contest in 2021:

- Class A** - Twentieth Century Style: From Horseless Carriage to Racy Roadster
- Class B** - The Art Deco Era: Space, Pace and Grace
- Class C** - Showroom Showdown: Britain and Germany Battle for Luxury Supremacy
- Class D** - Granturismo all'Italiana: Finding the Perfect GT Formula
- Class E** - Big Band '40s to Awesome '80s: Five Decades of Endurance Racing
- Class F** - A Passion for Perfection: Celebrating 90 Years of Pininfarina
- Class G** - The Birth of the Supercar: Latin Performance Landmarks
- Class H** - The Next Generation: Hypercars of the 1990s

After the major success at the premiere in 2019, the Concorso d'Eleganza Villa d'Este 2021 will once again be launched with an outing for some of the participants, the Villa d'Este Prelude Tour. This year, the tour will be held on Thursday 30 September 2021 and will take a route from Cernobbio to Como, along the banks of Lake Como to Bellagio and back via Asso. The cars will be available for everyone to admire when the drivers take a midday break in Bellagio.

In 2021, media representatives are once again expected from numerous countries. In order to support their work, a media centre will be located as usual at the event site. Media representatives who would like to be on site to report on the Concorso d'Eleganza Villa d'Este 2021 may submit an accreditation request at <http://concorsodeleganzavilladeste.com/press>. Separate information on accreditation will follow, spaces are limited in 2021 on account of the coronavirus situation.



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For questions please contact:

BMW Group Communication and Governmental Affairs

Marc Thiesbürger
BMW Group Classic Communication
Phone: +49-89-382-76534
mailto: marc.thiesbuerger@bmw.de
Internet: www.press.bmwgroup.com

BMW Group Communication and Governmental Affairs

Christoph Gontard
Head of BMW Group Classic Communication
Phone: +49-89-382-53404
mailto: christoph.gontard@bmwgroup.com
Internet: www.press.bmwgroup.com

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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set its course for the future early on and is making sustainability and resource efficiency the focus of the company's strategic direction – from the supply chain, through production, to the end of the use phase, for all its products.

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