



CONCORSO D'ELEGANZA
VILLA D'ESTE

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The future is breathtaking: concept cars and prototypes at the Concorso d'Eleganza Villa d'Este 2013.

Automotive design of the future to be presented against the historic façade of the Grand Hotel Villa d'Este on Lake Como +++ As well as the awards for classics, two special exhibitions are set to draw the crowds: “90 years of BMW Motorrad” and “60 Years of the Corvette” +++ Classic Weekend for car and motorcycle fans in the grounds of Villa Erba.

Munich/Milan. The Concorso d'Eleganza Villa d'Este has been held at the same location since 1929 and ranks as the most tradition-laden event for historic cars and motorcycles. The magnificent parkland in Cernobbio on the shores of Lake Como is also the venue for the premier concours for concept cars and prototypes. For automotive fans from around the world, it affords a rare opportunity – beyond the major motor shows – to directly compare and study models that represent the future of automotive design. As such, these vehicles also bridge the span of more than 80 years of motoring history to the present and into the future, embodying the spirit of the Concorso d'Eleganza Villa d'Este that celebrates not only the past but also the future of mobility. For three days (24 – 26 May 2013) the grounds of the Grand Hotel Villa d'Este and Villa Erba will again act as a striking backdrop for the best in design among classic and cutting-edge vehicles alike.

This year too, the BMW Group brings a compelling range of exhibits to the Concorso d'Eleganza Villa d'Este and its distinctive symbiosis of historical perspective and future visions. On the prototype and concept car front, an array of spectacular two- and four-wheeled designs are lined

up for presentation hors concours. To mark the anniversary of “90 years of BMW Motorrad”, there will also be milestones from the history of “sheer riding pleasure” on show. Another special exhibition is dedicated to “60 years of the Corvette”. Both will be held in the grounds of Villa Erba.

While most of the awards for classic models are presented by an international jury, on Saturday it will be the turn of the public to vote for the winner of the Coppa d'Oro Villa d'Este and on Sunday for the BMW Group Italia Trophy. The most beautiful concept car will also be chosen by the public for the Concorso d'Eleganza Design Award. The contenders in this year's concours were introduced by Dr Ralf Rodepeter, Director BMW Museum and Marketing BMW Group Classic, during a press conference in Milan. Among others, this year's edition of the event sees the following models vying for awards:

Alfa Romeo Zagato Stradale TZ3.

The version of this coupé on display at the Concorso d'Eleganza Villa d'Este 2013 is the last of a run of nine cars from the Carrozzeria Zagato design studio. The first example was presented in 2010 to mark “100 years of Alfa Romeo Racing”. The latest variant features a carbon body, an aerodynamically optimised rear modelled on the legendary 1930s designs of German engineer Wunibald Kamm, and a 10-cylinder engine (SRT Viper) with 8.4 litres displacement and output of around 600 hp.

Pininfarina Sergio.

Following its world premiere at the 2013 Geneva Motor Show, the Pininfarina Sergio sports car study can now be admired at leisure on Lake Como. This open two-seater measuring 4.55 metres in length is a contemporary take on a two-seater Barchetta and at the same time a homage to Sergio Pininfarina, founder of the eponymous Italian coachbuilders, who died in 2012. The individual design of the concept car is principally defined by its rudimentary roof that extends from the rear to just over the seats, along with the absence of a windscreen and side windows. When opened, its doors swing diagonally upwards. The technology behind the Pininfarina Sergio hails from the Ferrari 458 Spider, with power provided by a V8 engine with a displacement of 4.5 litres and 570 hp.

BMW Group Classic at the Concorso d'Eleganza Villa d'Este.

The Concorso d'Eleganza Villa d'Este is among the world's most important and tradition-swathed beauty contests for cars and motorcycles. Marking its debut at this location in 1929, the

event has since 1999 been held in the grounds of the Grand Hotel Villa d'Este and Villa Erba each May under the patronage of the BMW Group. This year's Classic Weekend on Lake Como begins on Friday, 24 May 2013, with the arrival of participants. The public days on Saturday and Sunday give all car and motorcycle enthusiasts a chance to admire some exceptional rarities within a stunning setting. This year will once again witness the Concorso di Motociclette, which was launched to great acclaim in 2011 and takes place at midday on Sunday in the parkland of Villa Erba, not far from the Grand Hotel Villa d'Este in Cernobbio. Participants will have made the journey to the exhibition area there on the previous day, dressed in appropriate historic garb and accompanied by a local police escort.

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