



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

PRESS RELEASE 15 OCTOBER 2018

Concorso d'Eleganza Villa d'Este 2019 celebrates the sound of the most beautiful classics and two anniversaries.

BMW Group Classic and the Grand Hotel Villa d'Este are presenting the world's most exclusive and traditional beauty contest for historic cars and motorcycles from 24th to 26th May 2019 +++ The motto is: "The Symphony of Engines – 90 Years of the Concorso d'Eleganza Villa d'Este & BMW Automobiles" +++ The Selecting Committee has defined the first three award classes for classic automobiles and is now accepting nominations.

Munich / Milan. The symphonious backdrop can certainly not be described as the "Sound of Silence" when the most beautiful and exclusive automobile classics parade on the shores of Lake Como. From 24th to 26th May 2019, the sound in Cernobbio, Northern Italy, will come out of the tailpipes of around 50 classic cars nominated for the Concorso d'Eleganza Villa d'Este. They will be competing for the favour of the Jury and the public spectators with their visual splendour and also their acoustic charms.

The beauty pageant for historic vehicles will once again be organised jointly by BMW Group Classic and the Grand Hotel Villa d'Este. This year's motto: "The Symphony of Engines – 90 Years of the Concorso d'Eleganza Villa d'Este & BMW Automobiles". 1929 saw the premiere of this competition and the launch of the first series automobile from BMW – the 3 /15 PS.

The visitors to the anniversary event can look forward to an extended weekend packed with spectacular performances in the parkland of Villa d'Este and neighbouring Villa Erba on the shores of Lake Como. However, the Concorso d'Eleganza Villa d'Este presents not only the greatest hits in automobile history but also a glimpse of mobility in the future. The class of Concept Cars and Prototypes will feature the automobiles of the future rolling across the gravel catwalk at Villa d'Este.



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Once more, the contest for Historic Cars has eight award classes in the anniversary year 2019. The entire bandwidth of automobile history will again be reflected in these categories – from pre-war vehicles to the cars of legendary music stars from the recent past. The spectrum of classic vehicles entering the competition will be drawn from all the major eras of vehicle and music history.

The first three automobile classes have already been defined and given a name:

DARING TO DREAM: CONCEPTS WHICH ROCKED THE MOTORING WORLD

BABY YOU CAN DRIVE MY CAR: SINGING STARS' CARS

GOODBYE ROARING TWENTIES: THE CLASS OF 1929

The blue-riband list of entrants in the field of competitors is one of the hallmarks of the Concorso d'Eleganza Villa d'Este. The beauty pageant was held for the first time in 1929 and at that time it provided the sector with a forum for presenting new automobiles. Since 2005, the event has been jointly organised by BMW Group Classic and the Grand Hotel Villa d'Este, and today it is the world's most exclusive and traditional beauty contest for historic vehicles.

The nomination phase has now begun for the Concorso d'Eleganza Villa d'Este 2019. The Selecting Committee is calling on the owners of outstanding classics from all the epochs of automobile and motorcycle history to register their vehicles for the beauty contest. The committee welcomes nominations for Historic Cars that can be allocated to the competition categories already defined and for other outstanding classics.



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The official website of the event is now open for online registrations by owners of exceptional Historic Cars at

<http://concorsodeleganzavilladeste.com>

Entry tickets and visitor packages can also be booked on the event website now.

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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