



CONCORSO D' ELEGANZA  
VILLA D' ESTE

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*1929*

PRESS INFORMATION  
May, 4th 2022

## **Concorso d'Eleganza Villa d'Este 2022. All the information on this year's edition of the exclusive concours for historic vehicles.**

**From 20 to 22 May 2022, BMW Group Classic and Grand Hotel Villa d'Este are presenting around fifty of the most beautiful and fastest automobiles of their time in seven classes +++ 50th anniversary of BMW M GmbH +++ World premiere of the BMW M4 CSL +++ Premiere of the new BMW i7 and the second Rolls-Royce Boat Tail +++ New "Wheels & Weisswürscht Lake Como" event for the public +++ International BMW, Mini and cross-brand automobile clubs are welcomed to Villa Erba for the first time +++ The iconic hotel Villa d'Este celebrates its 150th season.**

**Munich/Cernobbio.** Beauty belongs on the catwalk. The Concorso d'Eleganza Villa d'Este is the dream setting on Lake Como for the world's most exclusive pageant for outstanding historic vehicles. The BMW Group Classic continues its more than 20-year partnership with the Grand Hotel Villa d'Este as organiser of this unique Concours with undiminished passion and commitment.

The organiser, in close consultation with the Grand Hotel Villa d'Este, constantly reconsiders the scope of the Concorso d'Eleganza Villa d'Este to ensure an event format appropriate to the times and circumstances is offered every time. For this reason, the Concorso di Motociclette will continue to be suspended for the time being. A new and unique facet will be integrated into the weekend in Cernobbio for the general public:

the BMW Group Classic looks forward to inviting you to their "Wheels & Weisswürscht Lake Como" event at Villa Erba on Sunday, 22 May. The new event on the grounds at walking distance from the Villa d'Este will be kept very relaxed under the theme of "Casually Celebrating Cars". "Wheels & Weisswürscht Lake Como" welcomes international BMW, Mini and car clubs across all brands with the authentic Bavarian flavours from the organiser's home region. Many automobile enthusiasts will make their treasured collections accessible to visitors on the grounds of Villa Erba. A separate area will be reserved for automotive stars from the history of BMW M. Three of the legendary BMW M RingTaxis from the Nürburgring will be among these stars.



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Around fifty automotive beauties from almost one hundred years of vehicle history will present themselves at the Concorso d'Eleganza Villa d'Este 2022 in seven classes, with designations reflecting the anniversaries and superlatives of this year's competition:

Class A – The golden age of elegance: the art deco era of motor car design

Class B – Kompressor! The supercharged Mercedes-Benz

Class C – Celebrating 150 seasons at Villa d'Este: how grand entrances were once made

Class D – The Cavallino at 75: eight decades of Ferrari represented in eight icons

Class E – Born for the racetrack: “Win on Sunday, sell on Monday”

Class F – 50 years of mean machinery: BMW M cars and their ancestors

Class G – Breaking the speed barrier: pioneers that pursued the magic 300 kph

BMW Motorsport GmbH was founded 50 years ago as a subsidiary of BMW AG. Known as BMW M GmbH since 1993 and having long-since achieved legendary status, BMW M has an impressive history of racing cars and high-performance vehicles. Its own “50 years of mean machinery - BMW M cars and their ancestors” judging class will be documenting and honouring this year's Concorso d'Eleganza Villa d'Este.

50 years of BMW M also marks the occasion when many BMW Group Classic collection vehicles representing this history are brought to Lake Como in May to be exhibited. Historic BMW racing cars will be present as well as BMW M series vehicles and stunning historic eye-catchers from the BMW 7 Series.

The BMW Group Classic bridges the past, present and future of mobility by presenting historic and current collection vehicles. The Concorso d'Eleganza Villa d'Este 2022 will focus on the pinnacle of luxury, elegance and sportiness.



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Two premieres of exceptional BMW automobiles point the way to the future: the eagerly anticipated BMW M4 CSL (Combined Fuel consumption: 10.1 – 9.8 l/100 km; combined CO2 emissions: 227 – 222 g/km according to WLTP) will be making its world debut at the Concorso d'Eleganza, while the new BMW i7 (BMW i7 xDrive60, combined consumption according to WLTP: 19.6 - 18.4 kWh/100 km, combined consumption according to NEFZ: -, provisional data) – the first all-electric BMW 7 Series – will be making its Concorso d'Eleganza debut. Based on the radical Supersports bike M 1000 RR, BMW Motorrad is presenting a special anniversary edition that will appear together with the BMW M4 CSL.

Yet another highlight is the Rolls-Royce Boat Tail. Over a four-year project period, three highly unique automobiles have been designed for individual Rolls-Royce customers. The next chapter of the Boat Tail will be shown at this year's Concorso d'Eleganza.

The 75th anniversary of the Italian car manufacturer Ferrari will also be honoured with its own competition category: "The Cavallino at 75: eight decades of Ferrari represented in eight icons" brings the extraordinary history of the brand to life in a special class.

2022 is a very special year for the iconic Villa d'Este. Originally designed as a private residence for the Cardinal Tolomeo Gallio in the 16th century and transformed into one of world's finest hotels in 1873, Villa d'Este celebrates its 150th hotel season this year. It is impossible not to be swept up in the silent glamour and history of Villa d'Este, with the grande dame having played host to some of the greatest names in cinema, art, literature, politics and business over the past 150 seasons. The legendary hotel has withstood the test of time and evolved gracefully, and this anniversary year will honour the traditions for which Villa d'Este is famed and adored, whilst also celebrating the continued innovations which affirms the hotel as an evolving icon within the industry. This anniversary merits a separate Concorso d'Eleganza vehicle class: "Celebrating 150 seasons at Villa d'Este: how grand entrances were once made" presents vehicles that have gone down in the annals of the Concours as winners of the Coppa d'Oro Villa d'Este or the "Best of Show" trophy since the first ever event in 1929.

The Prelude Tour is already a great tradition and for the first time this year starts in nearby Milan. The exclusive starting line-up of unique historic cars will take a carefully selected route to the Concorso d'Eleganza on Lake Como on the Thursday before the main event, arriving in Cernobbio in the afternoon. The general public also have the opportunity to admire the vehicles at various locations in the centre of Milan. The grand vehicle parade of all participants will take place on Saturday at Villa d'Este. This day the exclusive and coveted Coppa d'Oro Villa d'Este will be assigned by Public Referendum to the most beautiful car.



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The weekend will culminate on Sunday, when the top-placed participating vehicles and concept cars will be exhibited on the grounds of Villa d'Este and the class winners will be awarded prizes. This time, the “BMW Group Trophy – Best of Show” will already have been awarded in the afternoon.

For ten years now, the watch manufacturer A. Lange & Söhne has been a valued partner of the Concorso d'Eleganza. This year, the “Best of Show” winner will be awarded a one-of-a-kind 1815 CHRONOGRAPH model in white gold, with which A. Lange & Söhne commemorates the historic connection between motor sport and timekeeping.

The Concorso d'Eleganza Villa d'Este expresses its sincere thanks to its long-standing partners A. Lange & Söhne and Vranken Pommery for their well-established, excellent cooperation.

Further information for the public, in particular on purchasing tickets, can be found on the event website: <https://www.concorsodeleganzavilladeste.com/packages-tickets/>.

Pictures and videos from the Concorso d'Eleganza Villa d'Este 2022 will be available from 21 May at: [www.bmwgroupclassic-downloads.com](http://www.bmwgroupclassic-downloads.com)

If you have any questions, please contact:

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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 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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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