



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

MEDIA INFORMATION

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CONCORSO D'ELEGANZA VILLA D'ESTE 2025

+++ Singular concours will take place on 23 – 25 May 2025 +++ BMW Group Classic has organised the event for the last 20 years +++ Vehicle classes have been confirmed +++ BMW Group will celebrate three world premieres +++ Visitors will witness numerous anniversaries +++ Further details on the “Concorso d’Eleganza Villa d’Este Public Days” and “Amici & Automobili – Wheels & Weisswüsch Lake Como” in the grounds of Villa Erba +++

Munich/Cernobbio. On 23 – 25 May 2025, BMW Group Classic will host the legendary Concorso d’Eleganza Villa d’Este in cooperation with the Villa d’Este luxury hotel. The partnership has been running for 20 years in its current form.

Around 50 of the most spectacular cars of their eras will do battle in the following competition classes for the coveted prizes. Most prestigious of all is the “Trofeo BMW Group”, awarded by the high-calibre Jury to the overall winner of the Concorso d’Eleganza.

Class A

Glorious Excess: The Evolution of the ‘Money no Object’ Motor Car, 1920-1940

Class B

Sculpture in Motion: The Decade of the automotive Arms Race, 1928-1938

Class C

Renaissance: The Post-War European Sports Car comes of Age

Class D

Titans of the Track: When the Boss says “Let’s race!”

Class E

Frozen in Time: Preservation ‘Time Capsules’ from 1900-1973 which have survived in unrestored State

Class F

“Go Big or Go Home”: Automotive Excess of the ‘80s to the new Millenium, when nothing seemed too fast, expensive or bold

Class G

Vanishing act: Gone but proudly not forgotten

Class H

Style matters: Opulence meets Elegance before Times change forever



Prizes will also be awarded once again to spectacular concept cars from a variety of manufacturers competing in a separate class with a rich tradition.

The Concorso d'Eleganza parade on the terrace of Villa d'Este will take place in customary style on the Saturday of the event. Beyond the "Trofeo BMW Group - Best of Show" top prize, the participants and competing vehicles at the Concorso will each battle it out for victory in their individual categories, for the "Coppa d'Oro" prize awarded by Public Referendum and for an array of other distinctions such as the "Trofeo del Presidente", which will be presented by Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este. Star opera singer and BMW Group Classic brand ambassador Jonas Kaufmann will again present the "Trofeo Il Canto del Motore" for the best engine sound, as chosen by the Jury.

The Concorso d'Eleganza Villa d'Este will provide the stage for spectacular **BMW Group world premieres** once more this year. The BMW brand will celebrate the premiere of an elegantly sporting one-off designed to provide motoring pleasure for two; BMW Motorrad will present a case study in unbridled adrenalin on two wheels; and BMW M GmbH will bring several high-performance models to Lake Como, including a world premiere.

The 2025 calendar contains a multitude of anniversaries that will be honoured in suitable style at the Concorso d'Eleganza Villa d'Este. This will be the first time that all of the still-surviving original body variants of the BMW 328 that lined up for the 1940 Mille Miglia have come together to be displayed – so it is a truly unique occurrence. The cars include the victorious BMW 328 Touring Coupé and the legendary BMW 328 "Mille Miglia" Series 1 roadster (nicknamed the "Trousers Crease Roadster"). BMW finished the race in 1st, 3rd, 5th and 6th places, and also won the prize for regularity and the team award in all classes.

BMW Group Classic will bring a number of cars from its collection to Cernobbio to help mark a handful of other anniversaries. One of the headline acts in the crowd-pulling grounds of Villa Erba will be an array of different BMW 3 Series models of all generations reflecting 50 years of the 3 Series. Meanwhile, a pair of BMW icons from the 1950s – the BMW 507 and 503 – notch up their 70th birthdays this year and will be integrated across the event programme in fitting style. Not to be forgotten and likewise on the Lake Como bill will be the BMW Isetta, itself turning 70 in 2025. The 50th anniversary of the legendary BMW Art Cars will be embodied by Sandro Chia's Art Car no. 13 (a BMW M3 GTR). Rolls-Royce Motor Cars is also celebrating a special milestone, the centenary of the launch of the very first Phantom – the pinnacle model in the marque's portfolio.

On Sunday, 25 May, the "**Concorso d'Eleganza Villa d'Este Public Day – Il Festival**" will once again give the wider public the opportunity to experience the parade of all the cars in the Concorso d'Eleganza Villa d'Este. This fascinating day in the divine gardens of the nearby Villa Erba will lay on an automotive feast for all ages.

The "**Amici & Automobili – Wheels & Weisswüsch**" event format familiar to many from its Munich roots and now also an established fixture on the shores of Lake Como will also be part of the festival weekend in 2025. On Saturday, 24 May, automotive enthusiasts, and car clubs & communities from around the world will show off their automotive gems in the grounds of Villa Erba. 150 vehicles are expected – rich in variety, spread across brands and including Italian classics from the Veteran Car Club Como.

The "Trofeo BMW Group – Best of Show" winner will be the recipient of a special timepiece from **A. Lange & Söhne**: the unique 1815 CHRONOGRAPH in 18-carat white gold with solid pink gold dial and hand-engraved Concorso d'Eleganza Villa d'Este crest on the hinged cuvette. Through its partnership with the Concorso d'Eleganza Villa d'Este, which began in 2012, the German watchmaker focuses on the historic links between motor sport and timekeeping. The cooperation is also characterised by a shared commitment to tradition, handcraftsmanship and mechanical innovation.

Broad Arrow Auctions – a Hagerty (NYSE: HGTY) company – is the official auction house partner of the Concorso d'Eleganza Villa d'Este. In this its first year in the role, it will auction a selection of extraordinary collectors' vehicles. The auction will take place over two days in the grounds of Villa Erba. An independent auction focusing on BMW cars will be held on the evening of Saturday, 24 May. Among the examples in the sale will be a BMW 507 Series II from 1958, a 1981 BMW M1 and a BMW Z8 from model year 2000. The main auction – open to all brands – is scheduled for Sunday, 25 May. Consignors wanting to offer exceptional vehicles for auction at the Concorso d'Eleganza Villa d'Este are asked to contact a Broad Arrow Auctions specialist on +44 20 4592 0169 (UK/Europe) or +1 313 312 0780 (North America), or via e-mail at info@broadarrowauctions.com. A wide selection of collector cars on offer are already available for viewing at broadarrowauctions.com.



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BMW Group Classic thanks its partners A. Lange & Söhne, Broad Arrow Auctions, VRANKEN-POMMERY MONOPOLE and Schedoni Luxury Goods SRL for their support.

Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este:

"This year's edition of the Concorso d'Eleganza Villa d'Este is set to be another wonderful event featuring myriad highlights. The vehicles entered in the concours and their owners represent the focal points and centrepiece of the event. Awaiting us is an exciting competition for the coveted prizes, first and foremost the "Trofeo BMW Group – Best of Show". But that's not all: we have three world premieres from BMW to look forward to and will be celebrating several fantastic anniversaries. The special exhibition of all the surviving cars that raced to glorious overall victory for BMW in the 1940 Mille-Miglia is particularly close to my heart. Guests can experience this and much more – not only at Villa d'Este but also once again on the public days in the gardens of Villa Erba."

Davide Bertilaccio, CEO Villa d'Este Hotels:

"The Concorso d'Eleganza has been part of the history and tradition of Villa d'Este for almost a century now, and we feel honoured to be able to welcome vehicle owners from around the world – together with cars of rare beauty and value – year in, year out. It all represents the perfect match for the elegance and scenic allure of this timeless setting on the shores of Lake Como. We are proud of our ongoing collaboration with BMW Group Classic and will be pulling out all the stops to offer our guests and classic vehicle enthusiasts an unforgettable weekend."

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

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

Keep up to speed via the following 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/>



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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 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 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.

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VILLA D'ESTE

The iconic 5-star luxury hotel located in Cernobbio, on Lake Como, Villa d'Este is an internationally recognized landmark in luxury hospitality. A member of The Leading Hotels of the World, it is part of the Villa d'Este Hotels Group, which also includes the 5-star Villa La Massa on the banks of the Arno River in Florence, the famous Harry's Bar in Cernobbio and the Hotel Miralago in Cernobbio, as well as Golf Villa d'Este. The group also manages the two 4-star properties Palace Hotel and Barchetta Excelsior in Como, along with the Ceccato Garden Bar.

Considered one of the most beautiful examples of mid-16th century architecture, transformed into a luxury hotel in 1873 and set in a 12-hectare park with centuries-old trees, statues, and colorful flowers, Villa d'Este has been a symbol of timeless elegance for over 150 years. It offers 151 rooms and suites, divided between the Cardinal's Building and the Queen's Pavilion, along with 4 private villas within the estate.

The culinary offering, led by Executive Chef Michele Zambanini, includes three dining options: the elegant Veranda, with stunning lake views, offering a classical-contemporary cuisine with a strong Italian influence and an international twist; the Grill, for more casual dining, where grilled meats and seafood classics take center stage; and the Platano, which evokes the authentic flavors of Mediterranean and Japanese cuisine, blending influences and aromas from around the world. The wine cellar at Villa d'Este represents excellence in the world of restaurant and hotel wine collections, renowned in Italy and abroad for the variety and quality of its selected labels, the value of its enological heritage, and its wine-related initiatives. The Bar Canova is the go-to destination on the lake to enjoy the finest cocktails paired with delicious snacks in a refined and pleasant atmosphere. During the summer months, the Sundeck, adjacent to the floating pool, is the perfect place to enjoy a light meal with your feet in the water, sipping one of the cocktails from the revamped menu. The hotel also features a Beauty Center and Sporting Club, with an indoor heated pool, gym, sauna, steam bath, squash court, putting green, life path, and 8 tennis courts. The renowned floating pool on the lake is heated, and there is a separate pool for children nearby. The CEO of the Group is Davide Bertilaccio.