



CONCORSO D'ELEGANZA  
VILLA D'ESTE

*dal*  
**1929**

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## **"BEST OF SHOW": BMW 328 "BÜGELFALTE" WINS THE TROFEO BMW GROUP. CONCORSO D'ELEGANZA VILLA D'ESTE 2026 PRESENTS A MULTITUDE OF HIGHLIGHTS AND TWO WORLD PREMIERES**

**+++ Jury crowns BMW Mille Miglia racing car "Best of Show" +++ Mercedes-Benz 300 SL wins the Coppa d'Oro Villa d'Este prize selected by Public Referendum +++ BMW Group celebrates two world premieres: the Vision BMW ALPINA and the BMW Motorrad Vision K18 +++ BMW Group Classic marks anniversaries with special exhibitions +++ Huge crowds at the Public Days on Saturday and Sunday +++ Rare visitors: BMW Art Cars from the world-famous collection +++**

**Munich/Cernobbio.** The participants in this year's Concorso d'Eleganza Villa d'Este (May 15th – 17th 2026) and the visitors to the event enjoyed an unforgettable experience amid spring temperatures on the shores of Lake Como. Assembled under the banner "Future needs Heritage", the Concorso's selection of motoring gems and vehicle exhibits extended from the early eras of the automobile to cutting-edge concept cars and prototypes. The result was a compelling overview of more than a century of automotive history. The stunning Villa d'Este luxury hotel provided a fitting backdrop for the world's most elegant and prestigious contest for historic automobiles.

### **The only special roadster produced at the Munich plant**

The BMW 328 "Bügelfalte" from 1937 was crowned the overall winner of the Concorso d'Eleganza Villa d'Este 2026 by the Jury of distinguished experts – and therefore claimed the title of "Best of Show". This one-off model owes its name to the eye-catching metal edging atop its front wings.

On Sunday evening, its proud owner, Stefano Martinoli from Italy, was honoured with the "Trofeo BMW Group – Best of Show". The prestigious winner's prize was presented by Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este, Wilhelm Schmid, CEO of A. Lange and Söhne, and the President of the Jury, Lorenzo Ramaciotti. Along with the impressive trophy, the winner – selected by the Jury – also received a unique example of the 1815 CHRONOGRAPH timepiece in 18-carat white gold with solid pink-gold dial and hand-engraved Concorso d'Eleganza Villa d'Este crest on the hinged cuvette. This exclusive watch was created by A. Lange & Söhne specially for the winner of the Trofeo BMW Group. Another A. Lange & Söhne masterpiece was also celebrating its premiere at the Concorso: the Cabaret Tourbillon Honeygold, released in a limited edition of 50 pieces.



### **Mercedes-Benz SL 300 Roadster wins prize selected by Public Referendum**

The Trofeo Coppa d'Oro Villa d'Este, awarded by public vote, was won by the Mercedes-Benz SL 300 Roadster owned by Eric Blumencranz from the USA. This 1963 car was one of the last examples to leave the factory.

In total, 54 vehicles from 13 countries took their places in this year's Concorso d'Eleganza Villa d'Este across eight competition classes. Out of these emerged the respective class winners. While some of the classes were dedicated to a particular era, others represented more unusual groupings – such as spectacular Ferraris from the 1950s and 60s, and cars from various decades radiating a very special aura thanks to their original condition and lack of extensive restoration.

The grand parades outside Villa d'Este on Saturday and in the parkland of Villa Erba on Sunday were each led by a BMW 328, the roadster turned legend celebrating its 90th birthday this year. Built from 1936 to 1940, the 328 – with its 2.0-liter six-cylinder in-line engine – represents a milestone in automotive history and was the most successful sports car of the 1930s. The 328 shaped the character of BMW like arguably no other model and continues to enthral to this day. All those years ago, it already embodied the attributes that continue to define the brand to this day: dynamism, aesthetic appeal and standout technology.

### **Two BMW world premieres on Friday evening**

The first highlight of the Concorso d'Eleganza Villa d'Este 2026 arrived on Friday evening with the world premiere of the Vision BMW ALPINA. This car combines all the elements that set the newly established BMW ALPINA brand apart: extreme driving capability, sophistication, and the mastery of both performance and comfort. The coupé roofline is long and raked, its form signalling the dynamism that accompanies an ability to accommodate four people in genuine comfort. At 5,200 mm in length, the 2+2-seater exudes an imposing presence, and its V8 engine provides a fitting choice of power source. Four elliptical exhaust tailpipes conjure the characteristic Alpina notes that are such an influence on the driving experience: sonorous and deep at low speeds, muscular and stirring at higher revs.

Helmut Käse, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este, said: "I think the Concorso d'Eleganza Villa d'Este is exactly the right place to unveil a new car; it's very much in keeping with this year's motto "Future needs Heritage". A reveal of this kind at Villa d'Este is something quite special; here, we are drawing a line from the past, through the present to the future. I find the atmosphere at the Villa d'Este really fantastic. The special thing about it is this: arguably nowhere else in the world can you experience this scenario of a brand-new model among all of these historic vehicles. This is what makes the event so captivating."

The second world premiere on Friday evening saw BMW Motorrad laying down a powerful, emotionally engaging statement. The BMW Motorrad Vision K18 stands for uncompromising passion, assured long-distance performance and outstanding visual presence. The guiding visual theme of the Vision K18 is "The Heat of Speed". A 1,800 cc six-cylinder in-line engine is the bike's technical and stylistic centrepiece. It steers the appearance of the arrow-shaped "Full Force Forward" bike from every angle, it encapsulates the commitment of BMW Motorrad to blending technical excellence with emotional resonance, and it makes performance not only numbers on a sheet of paper but also an experience for the eye to behold. At the same time, the straight six is showcased as an element of BMW's DNA and flies the flag for pioneering spirit – dialling up the radicalism, sharpening character at a detail level and inspiring solutions for future series-produced machines in the process.

The two Public Days of the weekend gave BMW Group Classic the platform to appeal to a broad audience of car enthusiasts. At the heart of the programme was "Amici & Automobili – Wheels & Weisswüsch", which has developed into a fixture of the Concorso



within just a few years. Here, fans of legendary cars and enthusiasts get together in the extensive grounds of Villa Erba to compare notes on their favourites.

#### **40 Years of the BMW M3**

The big "40 Years of the BMW M3" anniversary created considerable excitement thanks to the array of cars on display. This was the model that launched a whole new category: the compact high-performance sports car. The original BMW M3 started life as a homologation special for a variety of touring car race series. To gain the necessary clearance to take its place on the grid, at least 5,000 road-legal examples of each competing model had to be sold. That figure was surpassed by some distance, as the BMW M3 quickly became a byword for driving pleasure and technical expertise. Between 1987 and 1992, the BMW Motorsport GmbH-built BMW M3 E30 won all the relevant touring car race series and today remains the most successful touring car racer of all time. Many legendary wheelmen were keen to be present at the anniversary, including BMW works drivers Johnny Cecotto, Roberto Ravaglia and Emanuele Pirro, and brand ambassador Prince Leopold of Bavaria.

At Villa Erba, BMW celebrated the 50-year anniversary of both the BMW 6 Series and the BMW Art Car Collection as part of the BMW Art Car World Tour. On display were two masterpieces from the collection – Robert Rauschenberg's BMW 635 CSi from 1986 and John Baldessari's BMW M6 GTLM from 2016 – that were celebrating landmark anniversaries of their own. Stopping off at 60 locations in more than 30 countries, the "on tour" BMW Art Cars have now greeted over two million visitors at leading art fairs, museums, motor sport events and cultural institutions. The BMW Art Car World Tour will reach its pinnacle in summer 2026 with the biggest exhibition yet at BMW Welt in Munich.

The spectacular parade of all the historic cars in the grounds of Villa Erba on Sunday turned into an acclaimed show-reel, with the "Concept Cars & Prototypes" class adding to the attraction by creating a bridge between the past and the future. Following the parade, Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este, handed over the receipts from ticket sales on Saturday to Enrico and Giovanni Figini, presidents of the La Cometa charitable organisation in Cernobbio. In the presence of Cernobbio mayor Matteo Monti and his deputy Mario Della Torre, Helmut Käs also presented another donation from BMW Group Classic to Elisabetta Forni, President of aid organisation Comitato Basso Lario, likewise based in Cernobbio.

#### **Longstanding partnerships with BMW Group Classic**

"The Concorso d'Eleganza Villa d'Este is much more than simply one of the most renowned events in the classic car world. Since 1929, it has also been a place where beauty, tradition, craftsmanship and passion converge to inimitable effect – and that can now look back on almost a century of history," says Davide Bertilaccio, CEO Villa d'Este Hotels. "At Villa d'Este, the Concorso is an integral part of our identity. We don't just host the event, we are committed to extending its legacy. We are guardians of something unique, something that doesn't only belong to the present but also to the generations before us that created it and to those who will have the privilege and responsibility of carrying it on. Our long partnership with the BMW Group, which now stretches back over more than 20 years, has enabled this extraordinary event to continue evolving while staying true to itself. Together, we have set ourselves the aim of preserving its authenticity, refining every detail and ensuring that every edition of the event remains a celebration of timeless elegance, automotive excellence and the unmistakable spirit of Villa d'Este. Of course, the true success of the Concorso lies in the exceptional vehicles and in the emotions at play here – in the enthusiasm of collectors, experts and visitors from around the world and in the sense of wonder that this place always evokes. This makes the Concorso d'Eleganza Villa d'Este not only an event but also a legacy that must be preserved, protected and passed on," adds Bertilaccio.

Wilhelm Schmid, CEO of A. Lange & Söhne, also highlighted the long-standing partnership with BMW Group Classic: "The worlds of fine watchmaking and automobiles have much in common: timeless design, the finest craftsmanship and utmost precision. And we have been



celebrating this for 15 years now as a partner of the Concorso d'Eleganza Villa d'Este. But this is also about never standing still, about letting the wheels of cars roll and the hands of watches circle their dials. More than anything, though, it requires great passion to be part of these two worlds. All of this can be found both in the Best of Show winner and the specially manufactured example of our 1815 CHRONOGRAPH. And so it was a great pleasure for me to present the winner of this year's competition with this unique timepiece."

### **Bidders from 31 countries at the Broad Arrows auctions**

Broad Arrow Auctions, driven by Hagerty, returned as the official auction partner of BMW AG for the Concorso d'Eleganza Villa d'Este, registering a 71 percent increase in bidders over 2025 with those bidders representing 31 different countries. Over two days, Broad Arrow Auctions hosted a spectacular sale of 70 cars epitomising style, performance and desirability, with collectors from around the world treated to a superb atmosphere at Villa Erba.

A 2018 Pagani Zonda Unica was the star attraction in the sale, along with a 2023 Ferrari Daytona SP3 and one of the most iconic supercars of all, a 1990 Ferrari F40. They formed part of a superb catalogue of classic and contemporary models from BMW, Lamborghini, Maserati, Porsche and others, all of which contributed to an auction that shared the same sense of glamour and heritage as the Concorso itself. Full results of the auction are available on the [Broad Arrow Auctions website](#).

BMW Group Classic would like to thank its sponsors and partners A. Lange & Söhne, Broad Arrow Auctions, Vranken-Pommery Monopole and Schedoni Modena.

To bridge the gap until the next edition of the event, we would like to invite all car enthusiasts to look back on the highlights of the Concorso d'Eleganza Villa d'Este 2026 at [www.concorsodeleganzavilladeste.com](http://www.concorsodeleganzavilladeste.com).

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The following overview lists the "Best of Show" winner, all class winners, and vehicles receiving an award in the eight classes for historic automobiles. The model, year of manufacture, and owner are listed for each entry.

#### **Trofeo BMW Group**

Best of Show by the Jury

First Price

Winner: BMW 328 „Bügefalte“, 1937, Stefano Martinoli, Italy.

#### **Trofeo BMW Group**

Best of Show by the Jury

Honorary Award

Winner: Ferrari 250 GT, 1957, Collezione Abetone, Switzerland

#### **Class Winners and Mentions of Honour**

CLASS A: Automotive Tailoring: Over A Decade Of Opulence, 1923-1934

Class Winner

Delage D8, 1931 , 1933, Hans Jörg Hübner, Germany.

Mention of Honour

Cadillac V-16, 1930 , Singleton Collection, United States.

#### **CLASS B: Future Couture: Dressed For Speed, 1928-1939**

Class Winner

BMW 328 "Bügefalte", 1937 , Stefano Martinoli, Italy.

Mention of Honour

Mercedes-Benz 540 K, 1937, Auriga Collection, Germany.

#### **CLASS C: Viva Villa d'Este: Extravagant 1950s Style**

Class Winner

Ferrari 212 Coupé Speciale, 1952, Dennis Garrity, United States.



Mention of Honour

Cadillac Eldorado Brougham, 1957, Don Ghareeb, United States.

**CLASS D: „The Top Goes Down. The Price Goes Up“: Selling Sunshine**

Class Winner

BMW 507, 1958, John Stafford III, United States.

Mention of Honour

Ferrari 400 Superamerica SWB, 1960, Nancy & Ron Rosner, United States.

**CLASS E: They Earned Their Names: Enzo's Endurance Legends**

Class Winner

Ferrari 250 GT, 1957, Collezione Abetone, Switzerland.

Mention of Honour

Ferrari 250 GTO, 1962, Keybridge Collection, Hong Kong.

**CLASS F: Every Scratch Tells A Story: Aging Gracefully Without Restoration**

Class Winner

DeTomaso Mangusta, 1969 , Thomas Shannon, United States.

Mention of Honour

Mercedes-Benz 300 SL, 1963 , Eric Blumencranz, United States.

**CLASS G: From Carnaby Street To The Autostrada: The Swinging GT Driver**

Class Winner

Eric Blumencranz, United States, Allan McDonnel, United States.

Mention of Honour

Ferrari 275 GTB, 1965, Andrew Bagley, United Kingdom.

**CLASS H: The Pace Race: The Supercar Comes Of Age**

Class Winner

Volkswagen W12 Nardò, 2000, Gregor Piëch, Austria.

Mention of Honour

Bugatti EB 110 GT, 1992, Victoria Dold, Germany.



## Special Prizes

### **Trofeo BMW Group Ragazzi**

By Young People's Referendum

Winner: Bugatti Type 37, 1928, HMG van der Anker, Netherland.

### **Concorso d'Eleganza Design Award For Concept Cars & Prototypes**

by Public Referendum

Winner: Kimera Automobili K – 39, 2026, Kimera Automobili, Italy.

### **Trofeo del Presidenti della Giuria**

By the President of the Jury, Lorenzo Ramaciotti

Winner: Ferrari Testarossa, 1986, Ronald Stern, United Kingdom.

### **Trofeo dei Presidente**

By the Presidents of International Concours

The Presidents and Chairpersons of the world's leading concours come together to crown their favourite.

Winner: Bugatti 57C, 1939, Thomas Price, United States.

### **TROFEO Coppa d'Oro Villa d'Este**

Best of Show by Public Referendum

Winner: Mercedes-Benz 300 SL, 1963, Eric Blumencranz, United States.

### **TROFEO BMW Group Classic**

For the most sensitive restoration by the Jury

Winner: Ferrari 250 GTO, 1962, Keybridge Collection, Hong Kong.

### **TROFEO Vranken-Pommery**

For the best iconic car

Winner: Cadillac Eldorado Brougham, 1957, Don Ghareeb, United States.

### **TROFEO ASI**

For the best preserved post-war car

Winner: Fiat 8V Zagato, 1954, Johan Lont, Switzerland.



### **TROFEO Auto & Design**

For the most exciting design

Winner: Ferrari F40, 1989, Christopher Stahl, Germany.

### **TROFEO Il canto del motore**

For the best engine sound

Winner: Ferrari 375 MM, 1954, Thomas Peck, United States.

### **TROFEO Automobile Club Como**

For the car driven from farthest away

Winner: Ferrari 275 GTB, 1965, Andrew Bagley, United Kingdom.

### **TROFEO dei Schedoni Modena**

For the car with the best preserved leather interior

Winner: BMW M1, 1980, Marcus Wolsdorf, Germany.





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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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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## Villa d'Este

Iconic 5-star luxury hotel located in Cernobbio on Lake Como, Villa d'Este has long been an international benchmark in luxury hospitality. Considered one of the finest examples of mid-16th-century architecture, transformed into a luxury hotel in 1873 and set within a 12-hectare park featuring trees, centuries-old statues, and colorful flowers, Villa d'Este has symbolized timeless elegance for over 150 years. The property offers 151 rooms and suites divided between the Cardinal's Building and the Queen's Pavilion, plus 4 private villas. Recently, Villa Belinzaghi was acquired and is currently undergoing a complete restoration. The culinary offering, led by Executive Chef Andrea Guerini, includes three experiences: the elegant Veranda with stunning lake views, serving classic-contemporary Italian cuisine with international influences; the Grill, for more informal meals highlighting grilled meats and seafood classics; and Ristorante Platano, which evokes authentic Mediterranean and Japanese flavors, fused with influences from around the world. Villa d'Este's wine cellar is renowned in Italy and abroad for its variety, quality, and exceptional wine heritage. Bar Canova is the lakefront destination for cocktails and light snacks in a refined setting, while the Sundeck, adjacent to the floating pool, offers a relaxed summer venue for light meals and cocktails pied dans l'eau. The hotel also features a Beauty Center and Sporting Club with an indoor heated pool, gym, sauna, Turkish bath, squash court, putting green, jogging path, and 8 tennis courts. The famous floating pool on the lake is heated, with a separate pool for children nearby. Completing the



guest experience, the nearby Golf Villa d'Este - just a few kilometers from the property and set in a stunning landscape - offers one of Italy's most historic and iconic courses, celebrated for its charm, tradition, and technical quality.

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### **Villa d'Este La Collezione**

Villa d'Este La Collezione is the brand that brings together the Group's finest properties, under the umbrella of Villa d'Este, a global benchmark in luxury hospitality. Launched in 2025 as a strategic evolution of the Group, Villa d'Este La Collezione currently comprises four prestigious destinations: Villa d'Este (Cernobbio, since 1873), Villa La Massa (Florence, since 1998), Palazzo Venezia (Como, December 2025), Miralago Luxury Apartments (Cernobbio, opening June 2026). La Collezione continues to enhance the Lake Como region through important future developments, including the restoration of Villa Belinzaghi, a 19th-century residence adjacent to Villa d'Este, which will be reimagined with a renewed offering in hospitality and dining. Leading the project are the Chairman of the Board of Villa d'Este S.p.A., Dr. Giuseppe Fontana, and the CEO, Mr. Davide Bertilaccio.