



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

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100 Years of Alfa Romeo at the Concorso d'Eleganza 2010

Apart from the cars actually entered in the competition, the special exhibitions on Sunday are one of the most popular highlights of the Concorso d'Eleganza Villa d'Este. In 2010 Alfa Romeo, celebrating its 100th anniversary, is the featured brand. "Since this is Alfa Romeo's 100th birthday, Alfa is obviously the ideal brand for the Concorso d'Eleganza this year", states Karl Baumer, the President of the Concorso d'Eleganza Villa d'Este.

"We are very happy indeed that Alfa Romeo is sending an outstanding choice of cars from their own collection to Lago di Como", he adds. Dott. Jean-Marc Droulers, the President of Villa d'Este S.p.A., agrees that this is the best conceivable choice: "Alfa has always been among the regular guests at the Concorso d'Eleganza Villa d'Este. And what can be greater than highlighting an Italian brand in Italy – this at one of the most outstanding events for historical cars worldwide."

The Alfa Romeo Museum cars expressly selected for 2010 "Concorso d'Eleganza di Villa d'Este" seek to illustrate 100 years of history: this group of cars represents the evolution of Alfa Romeo design in a century of glorious cars, racing wins, superb engines, and legendary drivers.

1925 RL Super Sport (body by Castagna)

This example is a one-off car expressly bodied for a Marajah; a six-seater torpedo with an aluminium body exported to India in 1925 and returning to Italy in 70's, where it was restored by

the Alfa Romeo Museo. The "RL" range was engineered by Giuseppe Merosi, the first Technical Director of A.L.F.A. since 1910, the year the Company was founded.

1931 **6C 1750 Gran Sport** (body by Zagato)

The beautiful all-white 1750 GS is the road version bodied by Milanese coachbuilder Zagato. The 6C 1750 is one of the most famous pre-war Alfas: designed by Vittorio Jano, this model was a stunning gran turismo and a serial winner in competition. This white fascinating example has the peculiarity to bear the Alfa Romeo logo on the radiator with the designation "Paris" instead of "Milano". The reason was that a number of cars was built for the French branch of Alfa Romeo ("Sofar") established in the early 30s. Nevertheless the 1750 was completely made in Milan.

1932 **8C 2300 Spider tipo Mille Miglia** (body by Zagato):

The 8C is the unique racing car among the models exhibited at the Concorso d'Eleganza. The 2300 - in this body configuration as a racing spider - was the winner of the 1932 and 1933 Mille Miglia. The 8C 2300 was the masterpiece of Vittorio Jano: the straight-eight supercharged engine was an icon in terms of both its technical contents and racing wins (Mille Miglia, Targa Florio, Le Mans 24 Hrs, Spa-Francorchamps 24 Hrs, international grand prix). This racing spider represents the rare case where a racing car is also a stylish car.

1938 **8C 2900 B Lungo** (body by Touring)

The outstanding Berlinetta with its light blue streamlined body, represents the pinnacle of styling by Carrozzeria Touring styling. This Superleggera was acknowledged in 1938 as the fastest production car in the world with the best engine (supercharged Alfa 8C), the best design (Touring), and the most prestigious brand (Alfa Romeo). The 8C 2900 B Lungo ("Lungo" stands for long wheelbase) is one the most beautiful cars to be admired at the Alfa Romeo Museo. A model like this was the winner of 1947 Mille Miglia, the last of the 11 record wins by Alfa Romeo.

1949 **6C 2500 Super Sport "Villa d'Este"** (body by Touring)

In the 1949 Villa d'Este concours the overall winner was the 6C 2500 Super Sport, named "Villa d'Este" after this event. The car is a luxury and exclusive coupé designed over a chassis featuring the 6C a pre-war engine. The body is made by Touring in Superleggera construction technology.

1952 **1900 C52 Disco Volante spider** (body by Touring)

This racing spider was named "Flying Saucer" ("Disco Volante" in Italian) in order to celebrate its incredible silhouette completely designed around the chassis to form a really effective aerodynamic body. It is particularly appealing through its singular design. The "Disco Volante", completely set up and developed by Alfa engineering team was never raced.

1955 **Giulietta Spider prototipo** (body by Pinin Farina)

This model is the first prototype of the American version of the Giulietta Spider, introduced also in Europe in response to popular demand. The Giulietta Spider is a 1950s cult car really famous all around the world. With this car Carrozzeria Pinin Farina was strongly upgraded in terms of both production and renown. Today the Giulietta Spider is one of most wanted cars among collectors, offering a wonderful blend of great design and great mechanics.

1967 **33 Stradale prototipo** (design by Scaglione)

This supercar was considered the most beautiful car ever designed. In 1967 the "33" was astonishing: the styling literally took your breath away with its aggressive and sexy design. The 33 Stradale is the ancestor of a great series of racing prototypes and sets the point of reference for the concept of the today's 8C Competizione.

The Concorso d'Eleganza Villa d'Este 2010

On the weekend of 23 - 25 April 2010, the glorious premises of the Villa d'Este Grand Hotel and the Villa Erba in Cernobbio on Lago di Como once again provide the backdrop for the most beautiful cars from years and decades gone by as well as the most extravagant concept cars of our present day. Held for the first time at this venue in 1929, the Concorso d'Eleganza Villa d'Este is acknowledged today as the most significant event of its kind worldwide rich in tradition.

Following the beginning of the event for invited guests on Saturday, the Concorso as such starts on Sunday in the adjacent park of Villa Erba, giving all car enthusiasts and connoisseurs the opportunity once again to experience these dreams in the world of motoring. Apart from the cars already presented the day before, numerous other outstanding classics will then be displayed in special shows. Admission to the Villa Erba located in Cernobbio on Lago di Como is Euro 14.-, with a reduced rate of Euro 8.-.

Representatives of the media will find further information at www.concorsodeleganzavilladeste.com and at www.press.bmwgroup.com (please use the search term "Concorso").

To obtain accreditation for the event, please follow the "Press" link at www.concorsodeleganzavilladeste.com.

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