



CONCORSO D'ELEGANZA VILLA D'ESTE

dal
1929

MEDIA INFORMATION
09 April 2024

Concorso d'Eleganza Villa d'Este 2024.

Concorso d'Eleganza Villa d'Este comprises eight vehicle categories +++ BMW Group celebrates vehicle premieres ranging from a sporty one of a kind with a maritime twist to rock 'n' roll on two wheels +++ Guest list includes Julie Mehretu and the 20th BMW Art Car +++ "Public Day – II festival", complete with the vehicle parade, will take place on 26 May in the grounds of Villa Erba +++ Established community event "Amici & Automobili – Wheels & Weisswüsch" will be held on 25 May, once again in the grounds of Villa Erba +++ An occasion to experience the allure of mobility in all its variety

Munich/Cernobbio. On 24 – 26 May 2024, BMW Group Classic will host the legendary Concorso d'Eleganza Villa d'Este in cooperation with the Villa d'Este luxury hotel.

This year's Concorso d'Eleganza Villa d'Este includes the following competition classes, in which around 50 of the most spectacular vehicles of their eras will be presented to the high-calibre Jury:

CLASS A - THE DAWN OF THE PERFORMANCE AGE

CLASS B - SHAPED BY THE WIND: THE EVOLUTION OF AERODYNAMICS

CLASS C - "THE BEST CAR IN THE WORLD" FOR 120 YEARS: ROLLS-ROYCE CELEBRATES AN HISTORIC BIRTHDAY

CLASS D - "FASTER!" THE ARMS RACE ON THE ROAD

CLASS E - THE BEST OF ITALIAN GRACE AND PACE: MASERATI AT 110

CLASS F - GENTLEMAN DRIVERS: STYLE FOR THE FORTUNATE FEW

CLASS G - TIME CAPSULES: CARS THAT THE OUTSIDE WORLD FORGOT

CLASS H - THE NEED FOR SPEED: SUPERCAR STARS OF THE VIDEO GENERATION

Awards will also be presented in a special category for spectacular concept cars from various manufacturers.

The Concorso d'Eleganza parade on the terrace of the Villa d'Este will take place in customary style on the Saturday of the event. The Best of Show will be crowned by the Jury, with the vehicle in question being presented with the Trofeo BMW Group on Sunday evening. Beyond the 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.



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Speaking of awards, star tenor and BMW Group Classic brand ambassador Jonas Kaufmann will once again present the Trofeo Il Canto del Motore for the best engine sound, as chosen by the Jury.

And the guests and media representatives can also look forward to two rather special world premieres: a sporty one of a kind with a maritime twist and rock 'n' roll on two wheels.

Art on four wheels will also be on the agenda, as the American abstract painter Julie Mehretu and the 20th BMW Art Car take a detour to Lake Como en route to its big race at the 24 Hours of Le Mans just a few weeks later. Franciscus van Meel, CEO of BMW M GmbH, will join the artist to present her creation. BMW M is traditionally represented by an array of new products around the Concorso locations.

On 4 May 2024, Rolls-Royce Motor Cars marks the 120th anniversary of the first meeting between Henry Royce and The Hon Charles Stewart Rolls. Two men of vastly contrasting backgrounds and skillsets – the engineer and the salesman – united in their mission to create 'the best car in the world'. They gave their names to a dynasty of motor cars that defined, and continue to define, superluxury motoring across the world. They transcended the confines of the automotive world, making Rolls-Royce the global exemplar of excellence in all areas. Practically every product, service, device and technology that has been invented since 1904 has aspired to be 'the Rolls-Royce of...' its industry or sector. The standard they set 120 years ago is still driving innovation and improvement everywhere - including in the company they created.

BMW Group Classic is celebrating the 25th birthday of the BMW Z8 – and the legendary roadster will feature at the Concorso in a variety of ways.

The Concorso d'Eleganza Villa d'Este Public Day – Il festival was a huge success in 2023, welcoming some 10,000 guests and securing its place on the programme again this year. On Sunday, 26 May visitors will enjoy the unique opportunity to experience the full parade of vehicles at the Concorso d'Eleganza Villa d'Este in the beautiful gardens of Villa Erba. The festival day will also serve up an impressive blend of culture, music and automotive attractions for the whole family: from the cross-brand special exhibition "Motorsport Icons" – including the presentation of all the BMW Art Cars that have competed in the 24 Hours of Le Mans to date – to a host of present-day automotive highlights and technical innovations from the BMW Group. In an artist talk with Senior Vice President BMW Group Design Adrian van Hooydonk, Julie Mehretu will give an insight into the collaboration for the 20th BMW Art Car. BMW Group Classic brand ambassadors HRH Prince Leopold of Bavaria (GER) and Bruno Spengler (CAN) will be available to take selfies with fans and sign autographs.



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On Saturday, 25 May the Amici & Automobili – Wheels & Weisswürscht event will take place for the third time in the grounds of Villa Erba. Each year since 2022, around 150 captivating vehicles from across the brand spectrum have come together for this community occasion. In 2023, a total of 6,000 visitors enjoyed the relaxed get-together over a traditional Munich Weisswurst sausage.

Before the Concorso d'Eleganza Villa d'Este itself gets underway, the now traditional Prelude Tour will take centre stage once again. Late in the afternoon on 23 May, the historic cars will arrive at Cernobbio's harbour, where they will be presented to the public.

"The Concorso d'Eleganza Villa d'Este will lay on a truly spectacular spread of events again this year," says Helmut Käs, Head of BMW Group Classic. "We will showcase the magic and allure of mobility in all its variety – and in the process connect the automotive world's iconic past with its present and future. It is important to us that there is something here for everyone."

"The Concorso d'Eleganza Villa d'Este stands as a distinguished and esteemed affair, one we hold in high regard as hosts" says Davide Bertilaccio, CEO of Villa d'Este Group. It epitomizes a harmonious blend of legacy, reverence, and enduring grace, qualities for which we have long been esteemed. This event promises to be an extraordinary tribute to the automotive craftsmanship of yesteryears, finding its perfect setting within the storied grounds of Villa d'Este. We take pride in reaffirming our enduring collaboration with BMW Group Classic and in championing this latest iteration of excellence."

The winner of the Trofeo BMW Group - Best of Show 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 partnership is also shaped by a shared commitment to tradition, handcraftsmanship and mechanical innovation.

The organisers would once again like to thank long-standing partners A. Lange & Söhne, Vranken Pommery and wuwe GmbH.



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The Concorso d'Eleganza Villa d'Este on Saturday, 25 May is already sold out. Tickets for **Amici & Automobili – Wheels & Weisswürscht** (25 May, Villa Erba) and the **Concorso d'Eleganza Villa d'Este Public Day – Il festival** (26 May, Villa Erba) can be ordered here: <https://www.ticketone.it/en/artist/concorso-eleganza/>

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/>
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BMW Group Classic Media Server for downloads:
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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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Villa d'Este

Villa d'Este, which celebrated its 150th season in 2022, is the iconic five-star luxury hotel in Cernobbio, on Lake Como, belonging to Villa d'Este Hotels, a leading group in international luxury hospitality, and a member of The Leading Hotels of the World. The group also includes the five-star hotel Villa La Massa, by the River Arno just outside Florence, Tuscany, the renowned Harry's Bar in Cernobbio and the just-opened Garden Bar Ceccato on the shores of Lake Como. Regarded as one of the finest expressions of mid-sixteenth-century architecture and set in ten hectares of parkland, Villa d'Este was converted into a timeless hotel of eternal elegance in 1873. The property consists of 152 rooms and suites across the Cardinal Building and the Queen's Pavilion, in addition to four private villas. Villa Belinzaghi was acquired recently and will undergo full restoration. Davide Bertilaccio is CEO of Villa d'Este Hotels.

www.villadeste.it

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