



CONCORSO D' ELEGANZA VILLA D' ESTE

dal
1929

PRESS RELEASE 24 OCTOBER 2019

Registration for the Concorso d'Eleganza Villa d'Este 2020 opened.

BMW Group Classic and the Grand Hotel Villa d'Este present the world's most exclusive and traditional beauty contest for historic cars and motorcycles from 22 to 24 May 2020 +++ Selecting Committee announces the first award classes for classic automobiles +++ Competition class entitled "Hypercars of the 90s" salutes a comparatively young but already legendary era in automobile history for the first time.

München/Cernobbio. Priceless rare gems presented against a stunning backdrop – owners and fans of historic cars and motorcycles are already looking forward to this spectacle. They will have to be patient for nearly seven months before the most beautiful classic vehicles on two and four wheels come together at the Concorso d'Eleganza Villa d'Este 2020 in Cernobbio, Northern Italy. On the weekend from 22 to 24 May 2020, BMW Group Classic and the Grand Hotel Villa d'Este will present the world's most exclusive and traditional beauty contest for classic vehicles. Behind the scenes, preparations have been under way for some time, and they are now entering the public phase. Registration is now open and this signals the start of the selection procedure when decisions are taken on which rare gems will be on show during the last weekend of May 2020.

The Selecting Committee of the Concorso d'Eleganza Villa d'Este 2020 calls on the owners of extraordinary classic vehicles from all eras of automobile history to register their vehicles for the beauty contest. On the event's website at www.concorsodeleganzavilladeste.com, you can now register yourself and your vehicle online. Once again in 2020, a total of around 50 classic automobiles with an exceptional history will compete for victory in their individual award class and their owners will be in contention to win the coveted Trofeo BMW Group for the "Best of Show". An equally illustrious field of historic motorcycles will compete in the Concorso di Motociclette, which is being held for the tenth time, and be presented to the expert Jury and to the public audience.

In parallel with opening the registration procedure, the Selecting Committee has already defined the first three award classes for historic cars. Once more, the framing of the categories highlights the exceptionally broad spectrum of classic cars that traditionally represent all the eras from automobile history at the Concorso d'Eleganza Villa d'Este. In 2020, this spectrum is bigger than ever before.

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Exceptional automobiles from the 1990s will be presented at the Concorso d'Eleganza Villa d'Este 2020 for the first time. This era started some three decades ago and the focus is on super sports cars the likes of which have not been seen in any other period. The category of "Hypercars of the 1990s" is dedicated to extreme models that broke through all previously defined boundaries for design, technology and power, and were consequently an expression of boundless enthusiasm for innovations, extravagance and targeted provocations. Irrespective of their comparatively young age, these vehicles have already achieved the status of legends. The fascinating history of their creation and their exceptional level of exclusivity enables them to blend seamlessly into the field of participants at the Concorso d'Eleganza Villa d'Este.

The award class of "Pre-war Roadsters" returns down memory lane to the pre-war era of the automobile, recalling the genre of lightweight, open-top sports cars that immediately attained popularity. This class will also honour the 90th anniversary of BMW roadsters. In 1930 – just a few months after the company started up automobile production – the BMW 3/15 PS DA3 Type Wartburg was presented. It was the brand's first sports car, an open-top two-seater that was an instant success in motor sport from a standing start. This automobile was named after the iconic landmark of Eisenach, the city where the first BMW automobiles were produced.

Another award class for the Concorso d'Eleganza Villa d'Este 2020 bears the title "Cops and Robbers – Fast Cars from Both Sides of the Law". This class will feature automobiles that symbolise the age-old tussle between miscreants and police officers as featured in numerous films and in real life. Unique episodes from criminal history, spectacular car chases from famous feature films, and the vehicles that played a starring role are likely to create a sensation at the classic show on the shores of Lake Como.

Registrations can already be made for automobiles that can be assigned to one of these three competition classes and for other outstanding classic cars. The Selecting Committee will also shortly define and announce the first award classes for the Concorso di Motociclette. Entry tickets and visitor packages can also now be booked on the official website of the Concorso d'Eleganza Villa d'Este.



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A new [video](#) with highlights from the Concorso d'Eleganza Villa d'Este 2019 can be viewed on the YouTube channel of BMW Group Classic under the category "Our Passion. Our Adventures" to recall fond memories of the beauty contest and make the waiting time seem shorter. Alongside impressions from the parkland of the Grand Hotel Villa d'Este and the adjoining park of Villa Erba, the parade of valuable classic vehicles and the winners' award ceremony, the entertaining video also features conversations with vehicle owners and with Jurors of the automobile and motorcycle competitions. They talk about the special attraction of the exclusive beauty contest and the unique atmosphere of the event that will once more make the Concorso d'Eleganza Villa d'Este an unforgettable experience in 2020.

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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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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