



CONCORSO D' ELEGANZA
VILLA D' ESTE

dal
1929

PRESS RELEASE

5th October 2021

Concorso d'Eleganza Villa d'Este 2021: An Italian Night, two Italian winners.

Ferrari 250 GT TDF wins the Trofeo BMW Group as “Best of Show”, Lancia Dilambda Serie I awarded the Coppa d'Oro Villa d'Este in a Public Referendum +++ World's most traditional heritage beauty contest for Historic Cars captures new enthusiasm for timeless beauties on four wheels as an exclusive edition after a pandemic-related break +++ Organisers BMW Group and Grand Hotel Villa d'Este present almost 50 fabulous automobile treasures against the backdrop of Lake Como +++ Premiere for the project 8 X Jeff Koons as a link between automobile design and contemporary art +++ Presentation of the BMW i Vision Circular and the Rolls-Royce Boat Tail.

Munich/Cernobbio. One-two victory for Italian automobile coachwork artistry. The Concorso d'Eleganza Villa d'Este 2021 drew to a close on Sunday with the award for the Ferrari 250 GT TDF as “Best of Show” and the presentation of the Trofeo BMW Group to its owner, American collector Brian Ross. On the previous day, the Lancia Dilambda Serie I was awarded the Coppa d'Oro Villa d'Este by Public Referendum in the world's most traditional beauty contest for Historic Cars.

The new start to the Concorso d'Eleganza Villa d'Este after a break in 2020 owing to the pandemic released fresh enthusiasm for elegance and timeless beauty on four wheels. The stylish ambience of the Grand Hotel Villa d'Este in Cernobbio, Northern Italy, and the magnificent backdrop of Lake Como contributed to this passionate response, enhancing the appeal of the exquisite field of participants made up of almost 50 automobile jewels. Classic cars were presented in eight Award Classes and they captured the heart of every aficionado of the genre with their immaculate condition, their significant contribution to automobile history and their fascinating individual stories.



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Once again this year, the Jury of international vehicle experts made awards for the “Best of Show”, the Class Winners and the Mentions of Honour in the individual Award Classes. They also awarded “Special Prizes”, including prizes for the most careful restoration. The Jury was led for the 25th time by the former Design Chief of the FIAT Group, Lorenzo Ramaciotti. Presenter Simon Kidston also celebrated his 20th anniversary as he moderated the programme for the parade of nominated and victorious automobiles.

The “Best of Show”: from the Mille Miglia to the Concorso d’Eleganza Villa d’Este.

The Ferrari 250 GT TDF marks the seventh time in succession that a vehicle from Italian production has been awarded the honour of “Best of Show” at the Concorso d’Eleganza Villa d’Este. The owner of the endurance racing car was visibly moved as he accepted the Trofeo BMW Group. “This award means everything to me”, said Brian Ross, who has been a fan of the Ferrari brand for decades and owns an impressive collection of vehicles from different eras. “I hugely appreciate the Jury’s decision to honour this very special automobile.”

The car awarded the prestigious prize at the Concorso d’Eleganza Villa d’Este 2021 was the second car to be built in a series produced in 1956. The victorious automobile bears the moniker “TDF” as a mark of respect for the Tour de France, which was won by a Ferrari 250 GT in the same year. On the day when the car’s first owner registered it for the first time, he also competed in a different endurance race for automobiles, the Mille Miglia in Italy. The Ferrari 250 GT TDF is powered by a twelve-cylinder engine and clothed in a lightweight body styled by Pinin Farina. Later on, the racing car campaigned in a number of races and recorded several hillclimb wins.

One of a kind wins the Coppa d’Oro Villa d’Este.

The highlights on Saturday included the Public Referendum and the resulting award of the Coppa d’Oro Villa d’Este to the Lancia Dilambda Serie I owned by Italian collector Filippo Sole. This automobile manufactured in 1930 similarly fascinates with an irresistible aura and its highly individual character. The Lancia Dilambda Serie I was produced with a conventional frame chassis and this placed clients in a position to commission individually styled coachwork to meet



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their personal aspirations. The motor car winning the Coppa d'Oro was styled at London-based coachbuilder Carlton Carriage as a unique one-of-one drop head coupé.

The conferment of the Coppa d'Oro Villa d'Este recalls the early days of the contest held in Cernobbio, Northern Italy. As early as 1929, awards were bestowed for the first time on automobiles with particularly elegant designs in the grounds of the Grand Hotel Villa d'Este on the shores of Lake Como. At that time, vehicle manufacturers and famous coachbuilders entered their latest new launches to compete for the award conferred on the most beautiful design. From the 1980s onwards, the Concorso d'Eleganza has been renowned for looking back through the prism of history at the classic vehicles of yesteryear. Today, the Concorso d'Eleganza Villa d'Este is therefore regarded as the world's most traditional and exclusive beauty contest for historic vehicles. Since 1999, the BMW Group has been committed to this highlight for friends of classic cars from all over the world, initially as main sponsor and since 2005 as joint organiser with the Grand Hotel Villa d'Este.

90 years of Pininfarina: A dedicated class and a design award for the anniversary.

One of the eight Award Classes at the Concorso d'Eleganza Villa d'Este 2021 was devoted to the coachbuilder and automobile stylist Pininfarina, established 90 years ago. Under the motto "A Passion for Perfection", milestones from the master of design were presented.

The voting in the Public Referendum on the most beautiful Concept Cars and Prototypes provided testimony for the continuation of this artistry through the impressive charisma generated by the latest creations of the legendary design supremo. The Concorso d'Eleganza Design Award went to the Battista study presented by Pininfarina. The spectacularly designed hypercar bears the name of the founder of the company Battista "Pinin" Farina and is powered by four extremely beefy electric motors.

Tradition and future combined: Launch with the BMW i Vision Circular.

The connection between tradition and future signalled with the Design Award is associated with the unique attributes of the Concorso d'Eleganza Villa d'Este. It reprises the beginnings of the event as a platform for presenting pioneering new launches on the automobile market. A perspective on the future appropriately defined the launch of this year's event. The BMW i Vision



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Circular was presented in the park of Villa d'Este, a concept car with consistent alignment on sustainability and luxury. The vision vehicle was designed from the ground up based on the principles of the circular economy.

Luxury sports car and work of art: Project The 8 X Jeff Koons.

The American artist Jeff Koons was one of the celebrity guests at the Concorso d'Eleganza Villa d'Este. At an exclusive event in a Closed Room, he joined Adrian van Hooydonk, Head of BMW Group Design, to present the project The 8 X Jeff Koons. In collaboration with designers and engineers at the company, a bespoke special edition was created on the basis of the BMW 8 Series Gran Coupé. The unique motor car embodies precision, refinement and sophisticated artisan craftwork. The multilayer paintwork combines geometric patterns and artistic elements from Pop Art in eleven colours. The process of applying the paintwork takes a total of 285 working hours. The interior is also styled in a multicolour livery and it impresses with the use of high-end materials, luxurious leather and the artist's engraved signature.

The luxury sports car designed by Jeff Koons will celebrate its world premiere at Frieze Los Angeles in February 2022. The car will then be available for purchase in a limited edition. The latest collaboration has reinvigorated the partnership between the artist and the premium automobile manufacturer to celebrate the 50th anniversary of cultural engagement across the world by the BMW Group. The partnership was launched in 2010 when Jeff Koons designed the BMW M3 GT2 Art Car that went on to campaign in the 24 Hour Race of Le Mans.

Individuality at the very highest level: The Rolls-Royce "Boat Tail".

In the early days of the automobile, coachwork individually tailored to suit the personal wishes of particular clients was by no means a rarity. Rolls-Royce transfers the tradition of coachbuilding to the present day in an especially exclusive way. At the Concorso d'Eleganza Villa d'Este 2021, the British marque presented the four-seater luxury convertible Rolls-Royce "Boat Tail". The name of the utterly unique bespoke motor car highlights the narrow and fluid dynamically swept-back rear, emulating the deck of a yacht with a surface fashioned in luxury wood. The flaps of the boat-tail deck open up at the touch of a button to reveal all the accoutrements necessary for a lavishly stylish picnic: cooled drinks, appropriate glassware and high-end cutlery, a parasol and two stools made of carbon-fibre reinforced plastic.



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A total of 1831 parts were developed and produced exclusively for the Rolls-Royce "Boat Tail". This means that the vehicle presented at the Concorso d'Eleganza Villa d'Este 2021 represents bespoke luxury of a kind that Rolls-Royce still continues to produce today as it creates classic cars for posterity.

You can obtain further information on the Concorso d'Eleganza Villa d'Este 2021 from the download server of BMW Group Classic at:

https://bmwgroupclassic-downloads.com/Events/2021/Concorso_dEleganza_Villa_dEste_2021/03_Text%20/

A selection of photos of the event can be accessed on this link:

https://www.bmwgroupclassic-downloads.com/Events/2021/Concorso_dEleganza_Villa_dEste_2021/01_Images/

Video clips of the three event days can be accessed here:

https://www.bmwgroupclassic-downloads.com/Events/2021/Concorso_dEleganza_Villa_dEste_2021/02_Video/

The list below presents all the cars that won awards at the Concorso d'Eleganza Villa d'Este 2021. The model, coachwork designer, year of manufacture and owner are provided in each case:

Trofeo BMW Group Best of Show by the Jury

Ferrari 250 GT TDF, Coupé, Pinin Farina, 1956, Brian Ross (US)

Coppa d'Oro Villa d'Este Best of Show by Public Referendum

Lancia Dilambda Serie I, Drop Head Coupé, Carlton Carriage, 1930,
Filippo Sole (IT)

Concorso d'Eleganza Design Award for Concept Cars & Prototypes By Public Referendum

Battista, Automobil Pininfarina Hyper GT, 2019, Automobil Pininfarina GmbH (IT)



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Special Prizes

Trofeo FIVA

For the best preserved pre-war car

Rolls-Royce Silver Ghost 40/50 High Speed, Open Tourer, Barker,
1920, Jürg Haas (CH)

Trofeo ASI

For the best preserved post-war car

Howmet TX, Coupé, Bob McKnee, 1968, Egon Zweimüller (AT)

Trofeo Automobile Club Como

For the car driven from farthest away

Aston Martin DB5, Convertible, Touring Superleggera,
1965, Ian Maxwell-Scott (GB)

Special Prizes by the Jury

Trofeo BMW Group Classic

For the most sensitive restoration

Fiat 508 CS "Balilla Aerodinamica", Coupé, Fiat, 1935, Mark Geessink (NL)

Trofeo Vranken Pommery

For the best iconic car

Ferrari F40, Coupé, Pininfarina, 1989, Christiano Michelotto (IT)

Trofeo Auto & Design

For the most exciting design

McLaren F1, Coupé, McLaren, 1995, Ahmad Gozal (AE)



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Class Winners and Mentions of Honour

CLASS A: TWENTIETH CENTURY STYLE: FROM TOURING TORPEDO TO RACY ROADSTER

Class Winner

Lancia Astura Torpedo GS, Open Tourer, Viotti, 1934, Anthony MacLean (CH)

Mention of Honour

Alfa Romeo 6C 1750 GTC, Spider, Zagato, 1931, Maria Cristina Trevisani (IT)

CLASS B: DEVELOPING THE THEME: SPACE, PACE AND GRACE

Class Winner

Delage D8-120 S, Cabriolet, De Villars, 1938, Fritz Burkard (CH)

Mention of Honour

Lancia Dilambda Serie I, Drop Head Coupé, Carlton Carriage, 1930, Filippo Sole (IT)



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CLASS C: SHOWROOM SHOWDOWN: BRITAIN AND GERMANY BATTLE FOR LUXURY SUPREMACY

Class Winner

Mercedes-Benz 300 SL Alloy, Coupé Gullwing, Mercedes-Benz,
1955, David MacNeil (US)

Mention of Honour

Aston Martin DB5, Convertible, Touring Superleggera, 1965, Ian Maxwell-Scott (GB)

CLASS D: GRANTURISMO ALL'ITALIANA: FINDING THE PERFECT GT FORMULA

Class Winner

FIAT 8V, Coupé, Vignale, 1953, Jan de Reu (BE)

Mention of Honour

Alfa Romeo 6C 2500 Supergioiello, Coupé, Ghia,
1950, Jonathan & Wendy Segal (US)



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CLASS E: BIG BAND '40S TO AWESOME '80S: FIVE DECADES OF ENDURANCE RACING

Class Winner

Ferrari 250 GT TDF, Coupé, Pinin Farina, 1956, Brian Ross (US)

Mention of Honour

OSCA MT4 Siluro, Torpedo, OSCA, 1949, Elad Shraga (IL)

CLASS F: A PASSION FOR PERFECTION: CELEBRATING 90 YEARS OF PININFARINA

Class Winner

Ferrari 250 GT California SWB, Spyder, Pininfarina, 1960, Destriero Collection (MC)

Mention of Honour

Ferrari 275 GTB/4, Berlinetta, Pininfarina, 1967, Andrea Recordati (IT)



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CLASS G: THE BIRTH OF THE SUPERCAR: LATIN STYLE LANDMARKS

Class Winner

Lamborghini Countach LP 400 S Prototype Walter Wolf Special, Coupé, Bertone,
1978, Shinjiro Fukuda (JP)

Mention of Honour

Ferrari F40, Coupé, Pininfarina, 1989, Christiano Michelotto (IT)

CLASS H: THE NEXT GENERATION: HYPERCARS OF THE 1990S

Class Winner

Isdera Commendatore 112i, Coupé, Isdera, 1993, Phillip Sarofim (US)

Mention of Honour

McLaren F1, Coupé, McLaren, 1995, Ahmad Gozal (AE)



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Images and videos of the Concorso d'Eleganza Villa d'Este 2021 can be accessed here:

www.bmwgroupclassic-downloads.com

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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