



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

PRESS RELEASE
5 December 2022

The Concorso d'Eleganza Villa d'Este 2023. Initial information on the world's most exclusive and tradition-rich festival weekend for historic automobiles.

+++ On 19 – 21 May 2023, BMW Group Classic and the Villa d'Este luxury hotel will showcase the most spectacular cars of their eras +++ Registration for the competition is already open +++ Return of the traditional Concorso d'Eleganza Villa d'Este Public Days in the grounds of Villa Erba +++ Amici & Automobili – Wheels & Weisswürscht is back +++ Several categories are already confirmed +++

Munich/Cernobbio. On 19 – 21 May 2023, BMW Group Classic will host the legendary Concorso d'Eleganza Villa d'Este in cooperation with the Villa d'Este luxury hotel. The most spectacular cars of their respective eras will once again do battle in exclusive competition classes for the coveted prizes. Most prestigious of all is the Trofeo BMW Group, awarded by the high-calibre Jury to the overall winner of the Concorso d'Eleganza.

To this end, the Selecting Committee of the Concorso d'Eleganza Villa d'Este 2023 is inviting owners of exceptional classic cars to sign up for the Concorso d'Eleganza Villa d'Este. Registrations for the competition classes already confirmed are possible at the event website <https://www.concorsodeleganzavilladeste.com>.

The category **"A Century of the 24 Hours of Le Mans: heroes of the most famous race in the world"** honours the centenary of the classic endurance race near the Sarthe river in France. The 75-year anniversary of Porsche is an occasion of comparable distinction, and fully deserving of its own category: **"Porsche at 75: delving into the Stuttgart legend's iconic and eccentric back catalogue"**. The third already fixed competition class is: **"Incredible India: The Dazzling Motoring Indulgences of the Mighty Maharajahs"**. Cars can also be registered outside of the categories set out so far. Further classes will be announced in due course.

BMW Group Classic is delighted to announce that the **Concorso d'Eleganza Villa d'Este Public Days** at Villa Erba – suspended as a result of the coronavirus pandemic – will return to the programme in 2023.

On Sunday 21 May, the **Public Day – II Festival** will once again give the wider public the opportunity to experience the parade of the cars in the Concorso d'Eleganza Villa d'Este.

This will be a festival day for all the senses, celebrating the cars and mobility of the past, present and future. And an enthralling programme of entertainment will also be laid on for the whole family.



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The **Amici & Automobili – Wheels & Weisswürscht** event format familiar to many from its Munich roots and adapted for the Concorso d'Eleganza for the first time this year will also be part of the festival weekend in 2023. This established get-together for car enthusiasts will return to Lake Como on Saturday 20 May and give a warm welcome to the models of all brands brought over by car clubs and communities from around the world.

These elements of the programme reflect the commitment of BMW Group Classic – as the event organiser – to evolve the Concorso d'Eleganza Villa d'Este with sensitivity and without detracting excessively from its historic character. With this in mind, further pre- and side events are in the pipeline, more details of which will be revealed at a later stage.

The Hotel Villa d'Este will celebrate another anniversary in 2023: 150 years as a hotel, because the company Villa d'Este S.p.A. was founded back in 1873. For this reason it will host special events throughout the year and will stay open during the winter period.

You can secure yourself tickets for the Concorso d'Eleganza at the Villa d'Este, Amici & Automobili – Wheels & Weisswürscht and the Public Day – Il Festival here:
<https://www.concorsodeleganzavilladeste.com/packages-tickets/>

Additional information is available here all year round:
Concorso d'Eleganza Villa d'Este app for iOS and Android
Concorso d'Eleganza Villa d'Este website: <https://www.concorsodeleganzavilladeste.com/>
Instagram: https://www.instagram.com/concorsodeleganza_vde/

BMW Group Classic media download server for assets:
<https://www.bmwgroupclassic-downloads.com/Events/>



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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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