



CONCORSO D'ELEGANZA VILLA D'ESTE

dal
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MEDIA INFORMATION

18 December 2023

The Concorso d'Eleganza Villa d'Este will take place on 24 – 26 May 2024. Initial information on the world's most exclusive and tradition-rich festival for historic automobiles.

+++ On 24 – 26 May 2024, BMW Group Classic and the Villa d'Este luxury hotel will showcase the most spectacular cars of their respective eras +++ Several categories have now been confirmed +++ Registration for the competition is already open +++ Concorso d'Eleganza Villa d'Este Public Days will be held in the grounds of Villa Erba +++ "Amici & Automobili – Wheels & Weisswürscht Lake Como" returns +++ Ticket sales get underway +++

Munich/Cernobbio. On 24 – 26 May 2024, BMW Group Classic and the Grand Hotel Villa d'Este will host the legendary Concorso d'Eleganza Villa d'Este. The most spectacular cars of their respective eras will do battle in the traditional style 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.

The following competition classes have been set out by the Concorso d'Eleganza Villa d'Este Selecting Committee:
"The Best Car In The World" For 120 Years: Rolls-Royce Celebrates An Historic Birthday
"The Need for Speed: Supercar Stars of the Video Generation"
"The Best of Italian Grace and Pace: Maserati at 110"
"Time Capsules: Cars That The Outside World Forgot"

To this end, the Selecting Committee of the Concorso d'Eleganza Villa d'Este 2024 is inviting owners of exceptional classic cars to sign them up for the competition. You can now register for the competition classes already confirmed at the event website <https://www.concorsodeleganzavilladeste.com/registration/>.

Cars can also be registered outside of the categories set out so far. Further classes will be announced in due course.

A tradition without parallel around the world, meanwhile, is the fascinating get-together of the latest concept cars. These creations provide a window into how today's engineers and designers imagine the cars of the future. And registration is now also open for this section of the event to concept car owners.

The Concorso d'Eleganza Villa d'Este Public Days will take place once again in 2024 in the grounds of the nearby Villa Erba. This important element of the Concorso d'Eleganza Villa d'Este was a great success in 2023. And on Sunday 26 May, Public Day – Il Festival will again give the wider public the opportunity to experience the parade of cars entered in the Concorso d'Eleganza Villa d'Este.



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The Amici & Automobili – Wheels & Weisswürscht event format familiar to many from its Munich roots and now also an established fixture on the banks of Lake Como will also be part of the festival weekend in 2024. On Saturday 25 May, car clubs and communities from around the world will be warmly invited to present their models to the broad galleries of visitors. Owners can apply to enter their classic cars with BMW Club & Community Management now at bccm@bmwgroup-classic.de.

“By integrating these event formats into the Concorso d’Eleganza Villa d’Este, BMW Group Classic is continuing to develop the event as a whole,” said Helmut Käs, Head of BMW Group Classic. “The goal we are striving so hard to achieve remains the same: to make the Concorso d’Eleganza Villa d’Este an automotive festival above and beyond anything else – and for everyone to enjoy.”

Davide Bertilaccio, CEO, Villa d'Este Hotels highlights: "The Concorso d’Eleganza Villa d’Este is an exclusive and prestigious event, which we are very proud to host. It embodies the ideal combination of heritage, respect, and timeless elegance that we have always been renowned for. It is bound to be an incredible celebration of automotive art, which dates back in history and which could find no better fit than Villa d'Este. We are honoured to confirm our long-standing partnership with BMW Group Classic and to promote this new edition."

Tickets for the Concorso d’Eleganza Villa d’Este, for Amici & Automobili – Wheels & Weisswürscht and for the Public Day – Il Festival are available here:

<https://www.concorsodeleganzavilladeste.com/packages-tickets/>

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/>

Instagram: https://www.instagram.com/concorsodeleganza_vde/

BMW Group Classic Media Server for downloads:

<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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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.

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. The most recent acquisition was Villa Belinzaghi, which will undergo full restoration.