



CONCORSO D'ELEGANZA
VILLA D'ESTE

dal
1929

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Concorso d'Eleganza Villa d'Este 2016: Beauty Parade on two and four wheels.

Glittering parade of participants in the beauty contest in front of the Jury and the visitors in the grounds of Villa d'Este +++ Street Run through Cernobbio as the high point of the Concorso di Motociclette +++ 52 historic automobiles, 35 classic motorcycles and six Concept Cars are presented at the world's most exclusive beauty pageant for rarities on two and four wheels.

Munich/Cernobbio. On Saturday, the Concorso d'Eleganza Villa d'Este 2016 reached a further apogee with the Street Run for the contestants in the Concorso di Motociclette and the Parade of Competitors on two and four wheels in front of the Jury and the assembled spectators. Stephan Schaller (Head of BMW Motorrad) led the Street Run riding the BMW R 5 Hommage. The competitors were able to present their vehicles literally in the best light. The sun was shining, the temperatures were summery, and the exclusive ambience of the Grand Hotel Villa d'Este against the backdrop of the picturesque landscape of Lake Como provided a perfect setting. The assessment of the experts will now decide on the class winners in a total of nine categories for historic automobiles, six motorcycles classes and the placings for Concept Cars and Prototypes. The characteristic attributes of the Concorso d'Eleganza Villa d'Este also includes the allocation of further awards that are decided by public referendum.

The presentation of the participants in the Concorso di Motociclette is the spectacular highlight in the programme of the second event day. Their Street Run goes through the streets of Cernobbio, and brings the history and fascination of motorcycle riding to life in an inimitable

way. 35 rare machines on two wheels from different eras were nominated for this year's competition. They compete in six categories for the individual class victory and at the same time provide unusually exciting insights into the history of motorcycle construction. This year, the Concorso di Motociclette is being held for the sixth time and it has become a fixed element in the weekend of classic vehicles on the shores of Lake Como.

The Concorso d'Eleganza Villa d'Este is regarded as the world's most exclusive beauty contest for historic automobiles and motorcycles. The heritage of this event extends back to 1929, when the first show was held on the shores of Lake Como, dedicated at that time to the latest luxury vehicles launched on the automobile market. When the direction of the Concorso d'Eleganza Villa d'Este changed in the 1980s, historic vehicles were presented for the first time. Since 2005, BMW Group Classic has joined forces with the Grand Hotel Villa d'Este as the organiser of the show presenting rare vehicles. In 2011, the Concorso di Motociclette was included in the programme.

See also the video folder for the clip 160522_Best_of_Show_Bikes.mp4

Media representatives will find additional information under

<http://www.concorsodeleganzavilladeste.com>

and under <http://www.press.bmwgroup.com> (please use the search word "Concorso").

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