



CONCORSO D'ELEGANZA
VILLA D'ESTE

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Press Release 26th May 2017

Opening of the Concorso d'Eleganza Villa d'Este 2017, departure into the future of mobility: the BMW Group presents spectacular vehicle concepts at Lake Como.

The world's most exclusive beauty contest for historic vehicles combines the tradition of elegance with visionary perspectives +++ Weekend of classics in Cernobbio, Italy, begins with the joint world premiere for the BMW Concept 8 Series and the BMW Motorrad Concept Link +++ Organisers BMW Group and the Grand Hotel Villa d'Este will guide the visitors on a globetrotting journey through the history of automobiles and motorcycles from 26th to 28th May 2017 under the motto "Around the World in 80 Days – Voyage through an Era of Records".

Munich /Cernobbio. Fascinating perspectives on individual mobility in the future were the focus for the launch of the Concorso d'Eleganza Villa d'Este 2017 in Cernobbio, Italy. The BMW Group and the Grand Hotel Villa d'Este are joint organisers of the world's most exclusive and traditional beauty contest for historic automobiles and motorcycles. The BMW Group presented two concept vehicles at the launch: the BMW Concept 8 Series, precursor to a luxurious sports coupé that will already be presented in the marketplace next year and the BMW Motorrad Concept Link which demonstrates a vision for all-electric mobility on two wheels. Linking up the past and the future has a long heritage at the Concorso d'Eleganza Villa d'Este. The Festival of Elegance held on the shores of Lake Como is the only event of its kind where contemporary concept cars and prototypes are exhibited alongside rare historic treasures.

The BMW Concept 8 Series provides an impression of a sports car that combines uncompromising dynamic performance with modern luxury. The study continues the successful tradition of large coupés from BMW and interprets classic design attributes in a new language of form. This is expressed in clear and precise line contours and powerful choreography of surfaces. “The number 8 has always represented superlative emotional and sporty models in the luxury class. This is equally true for the BMW 8 Series Coupé from 1989, the BMW Z8 Roadster from the year 2000 and for the BMW i8 plug-in hybrid sports car,” explained Harald Krüger, Chairman of the Board of Management of BMW AG. “The BMW Concept 8 Series represents the essence of a BMW coupé: passion, power and performance.”

The BMW Motorrad Concept Link charts the road route to a new era of urban mobility on two wheels. The study is a means of transport and communication platform powered by an electric motor and inspired stylistically by the BMW Motorrad Vision NEXT 100. The design of the BMW Motorrad Concept Link breaks the bounds of established conventions. Right from the start, the vehicle concept was based on the technical attributes of the electric motor and it offers ideal enablers for agile handling in urban traffic and contemporary functionality. The combination between emission-free, single-track mobility and digital networking is supported by the innovative control concept. This involves display of information for the rider projected onto the windscreen and a touchpad with shortcut buttons on the handlebars for controlling infotainment, communication and navigation functions.

Owners and fans of historic vehicles come together at the Concorso d'Eleganza Villa d'Este 2017 until Sunday evening to take part in a Festival of Elegance on two and four wheels. The beauty contests are the focus of attention in the elegant surroundings of Villa d'Este and Villa Erba. Rare and unusual vehicles from different eras are on display in a breath-taking pageant. 51 automobiles in a class of their own and steeped in fascinating history are presented in eight classes for appraisal by the Jury and the public audience. 41 two-wheelers in five categories and one special class provide a distinguished field of entrants.

The highlights of the programme on Saturday include the Street Run of historic motorcycles. This takes the two-wheeled cavalcade from Villa Erba, along the streets of Cernobbio to Villa d'Este. Then there is the award of the Coppa d'Oro Villa d'Este, the most traditional trophy presented at the Concorso d'Eleganza Villa d'Este. The destiny of the trophy is decided by a vote by the public, and spectators select their favourite automobile out of all the historic cars in the competition. On Sunday, all the competing vehicles parade in front of the grandstand in the

garden of Villa Erba. The class victors and the winners of numerous special prizes receive their laurels there. Finally, the international Jury of experts awards the last and most prestigious prize for the automobiles on the Sunday evening: the title of “Best of Show” at Villa d’Este.

The motto of the Concorso d’Eleganza Villa d’Este 2017 is “Around the World in 80 Days – Voyage through an Era of Records”. It comes from the famous novel by Jules Verne and harks back to the era at the end of the 19th century. This was a time when the world was becoming increasingly mobile and the global village was developing with the assistance of innovative means of communication. Mobility was increasingly becoming part of everyday life. Technology was continuously creating new ways of overcoming huge distances. “This is precisely the fascination that motivated automobile designers and coachbuilders right at the beginning of the 20th century and in subsequent decades. The Concorso d’Eleganza Villa d’Este 2017 gives us the opportunity and indeed the pleasure of being able to admire some of the most beautiful results of their creative skills and genius,” said Ulrich Knieps, Head of BMW Group Classic and President Concorso d’Eleganza Villa d’Este.

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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