



CONCORSO D'ELEGANZA
VILLA D'ESTE

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Concorso d'Eleganza Villa d'Este 2016: The visitors award their first favourite – Coppa d'Oro Villa d'Este for the Lancia Astura Serie II.

Visitors to the park of Villa d'Este confer the first and most traditional award at the weekend of classic cars beside Lake Como +++ Lancia Astura Serie II from the year 1933 delights visitors with its unique aesthetic appeal and fascinating history +++ The world's most exclusive beauty contest for historic automobiles and motorcycles will come to a close on Sunday with awards for class winners and the presentation of the Trofeo BMW Group for the Best of Show.

Munich /Cernobbio. On Saturday, visitors to the Concorso d'Eleganza Villa d'Este 2016 selected their first favourite. This year, the award Coppa d'Oro Villa d'Este goes to the Lancia Astura Serie II from the year 1933. The owner of the winning vehicle, Antonius Meijer from the Netherlands, is therefore able to enjoy the first of the prestigious prizes to be awarded by public referendum at this year's event. His vehicle captivated the spectators in the grounds of Villa d'Este with its flawless and spectacular styling and fascinating history.

The Coppa d'Oro Villa d'Este is the most traditional prize awarded during the weekend of classic cars staged by the BMW Group and the Grand Hotel Villa d'Este on the shores of Lake Como. It was the namesake of the first beauty contest for automobiles, which was held at the same venue in 1929. At that time and in the subsequent years, the most beautiful new cars launched on the automobile market were presented in the park of the luxury hotel located in Cernobbio, Northern Italy. Since the 1980s, the Concorso d'Eleganza Villa d'Este has been dedicated to the history of the automobile.

Following the victory of the Lancia Astura Serie II, the Coppa d'Oro Villa d'Este goes to a vehicle manufactured in Italy for the third time in succession. The current winner provided an impressive performance right from the start with the stylishly contoured, streamlined coachwork. No less fascinating is the history that is intimately associated with this exterior. The Lancia Astura Serie II was only given its outer skin at specialist coachbuilder Castagna eighteen months after it was first registered and at the behest of Benito Mussolini's son Vittoria. Moreover, the wheelbase had to be substantially shortened for the rework, apparently after the vehicle had already campaigned on the race track. In addition, the original 2.6 litre eight-cylinder engine was replaced by a three-litre V8 engine generating 82 hp from the Lancia Astura Serie III, which still powers the coupé to this day.

Owner Antonius Meijer, who was already awarded a Special Prize by the Jury in 2008 with a Bugatti 57 SC Atalante manufactured in 1937, commented after the presentation ceremony for the prize: "This is fantastic. The Lancia underwent a very comprehensive restoration over a period of eight years. Actually, I only came here to have fun and to enjoy the atmosphere. I am very surprised to have won this wonderful trophy and naturally I am absolutely delighted."

This is not the first time that the prizewinning Lancia has been a guest at the beauty contest beside Lake Como. The car was already presented at the Concorso d'Eleganza Villa d'Este in autumn of 1935. At its second appearance in Cernobbio, the Lancia Astura Serie II was classified in the Class B "Pre-1945 Supercars – The Fast and the Flamboyant" and in the battle for the favour of the Jury, the car is in competition for the associated class victory with rare automobiles from the marques Bugatti, Aston Martin, Austro Daimler and Alfa Romeo.

This year, a total of 52 historic automobiles and 35 classic motorcycles are competing for the votes of the visitors in the public referendum and the Jury. The six candidates in the category "Concept Cars and Prototypes" provide a glimpse of the current visions for fascinating models of the future. The motto of this year's event "Back to the Future – the Journey continues" emphasises the dedication of the beauty competition organised by BMW Group and the Grand Hotel Villa d'Este to creating an arc between the past, present and future of the automobile. The individual class winners will be named on the last day of the event before the Concorso d'Eleganza Villa d'Este 2016 reaches its climax with the award of Best of Show and the conferment of the Trofeo BMW Group on the Sunday evening.

See also the video folder for the clip 160521_Coppa_Doro_2min.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”).

If you have any questions, please contact:

BMW Group Corporate and Governmental Affairs

Stefan Behr

BMW Group Classic, Head of Communications and Events

Tel.: +49-89-382-51376

mailto: Stefan.Behr@bmw.de

Internet: www.press.bmw.de