



CONCORSO D'ELEGANZA  
VILLA D'ESTE

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**1929**

Press Release 23 May 2016

**Concorso d'Eleganza Villa d'Este 2016: Glittering journey through time into the history and future of mobility.**

**Thousands of visitors at the world's most exclusive beauty contest for historic automobiles and motorcycles on the shoreline of Lake Como +++ Maserati A6 GCS wins the Trofeo BMW Group +++ Grindlay-Peerless 100 Model winner of the Concorso di Motociclette +++ World premieres of the BMW 2002 Hommage and the BMW R 5 Hommage highlight the motto of the event "Back to the Future – the Journey continues".**

**Munich/Cernobbio.** At the conclusion of a three-day Festival of Elegance on two and four wheels at the Concorso d'Eleganza Villa d'Este 2016 in Cernobbio, Northern Italy, the Jury reached its last and most important decision on Sunday evening. The Jury of experts selected the Maserati A6 GSC manufactured in 1954 as the "Best of Show" and consequently the winner of the Trofeo BMW Group. Previously, the Grindlay Peerless 100 model produced in the United Kingdom in 1929 was awarded the Trofeo BMW Group for overall victory in the motorcycle placings for the Concorso di Motociclette. Thousands of visitors went on a journey through time in bright sunshine which took them through past eras of mobility and also gave them a glimpse of the future. The Alfa Romeo Disco Volante by Touring was honoured with the Design Award for Concept Cars & Prototypes. The presentation of the BMW 2002 Hommage and BMW R 5 Hommage studies were also in line with the event motto "Back to the Future – the Journey continues".

Once again, the Concorso d'Eleganza Villa d'Este 2016 confirmed its status as the world's most exclusive, tradition-steeped beauty contest for historic automobiles and motorcycles. A high-quality field of participants and glittering parades against the picturesque backdrop of Lake Como were complemented by a knowledgeable and enthusiastic audience. The show of rarities on two and four wheels was staged jointly by the BMW Group and the Grand Hotel Villa d'Este. The event presented vehicles which impressed the Jury and the visitors not only with their flawless and authentic appearance but also with their very individual life stories. No less demanding was the task of the Jury composed of internationally renowned experts in selecting the winners of nine classes from the ranks of these extraordinary vehicles, and identifying the winner of the "Best of Show" title. "The Jury presented awards to nine wonderful classic winners. Each of them would have been worthy of overall victory," declared Ulrich Knieps, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este. "I am nevertheless particularly pleased that the Maserati triumphed because this car would also have been my personal selection."

#### **The dream car and its ecstatic owner.**

The victorious Maserati A6 GCS Berlinetta is an outstanding example of the automobile coachbuilding artistry of the 1950s, projecting uncompromising sporting style and aesthetic perfection in a harmonious synthesis. The Berlinetta-bodied sports car from Pininfarina is considered the best preserved of just four examples which were created of this model. It was presented at the Paris Motor Show in October 1954 and lined up at the start of the Mille Miglia in May 1955. Its 2.0 litre six-cylinder engine packs 190 hp. Accepting the Trofeo BMW Group fulfilled a life-long dream for German-born owner Timm Bergold, resident in Monaco. "I am absolutely ecstatic to have won this prize. This is already my third time at the Concorso d'Eleganza Villa d'Este but I would never have presumed to hope for this success," he commented. "The Maserati was always my dream car as a boy."

The irresistible aura of the red-painted rarity was also decisive for the Jury's decision. Jury President Lorenzo Ramaciotti: "After we had looked at all the vehicles, there were two favourites which were running neck and neck. Each of the automobile beauties had its advantages. Then we had a night's sleep and I asked myself which car I would like to have at home. Not in the garage but as a work of art that I would enjoy every day of the year. I then asked the other Jurors this question and we were then all absolutely united that the Maserati had to be the winner."

### **Coppa d'Oro Villa d'Este: award steeped in tradition for a unique vehicle.**

The public-voted prize Coppa d'Oro Villa d'Este also went to a vehicle from an Italian stable. Already on Saturday, the visitors in the park of Villa d'Este voted the Lancia Astura Serie II produced in 1933 as their favourite. The owner of the sports car, Antonius Meijer from the Netherlands, was therefore able to luxuriate in winning the most traditional of awards. The Coppa d'Oro Villa d'Este was already presented in 1929 at the first beauty contest for automobiles held at the same venue.

This was not the first time his Lancia had been hosted on the shoreline of Lake Como. As early as 1935, it was presented at the Concorso d'Eleganza Villa d'Este. Shortly before, the automobile had been clothed in the streamlined body at coachbuilding specialist Castagna, and this sleek body retains a fascinating appearance to this day. The rework was commissioned by Benito Mussolini's son Vittorio and it was destined to support a campaign on the race track, which required the wheelbase to be shortened. 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 today.

### **Sixth Concorso di Motociclette ends with overall victory for a rarity from England.**

The Concorso di Motociclette has become established as a fixed element in the weekend of classic vehicles on the shores of Lake Como. Once again, it provided a highlight in the programme of the second day of the event with the Street Run along the roads of Cernobbio. This year, the beauty contest for historic motorcycles was being held for the sixth time and it ended with the presentation of the award of "Best of Show" to a rare machine manufactured in England. The Jury of the Concorso di Motociclette made up of experienced specialists in the history of two-wheelers awarded the Trofeo BMW Group to the Grindlay-Peerless 100 Model, built in 1929 and blessed with a fascinating design and entrancing history.

The British company Grindlay-Peerless manufactured motorcycles in Coventry between 1923 and 1934. In 1928, racing rider Bill Lacey achieved a new speed record with a motorcycle of this marque, tuned and upgraded by him, at the legendary Brooklands test and race track. He was the first motorcycle rider to travel more than 160 kilometres within the space of one hour. A year later, a decision was taken at Grindlay-Peerless to manufacture six replicas of the record-breaking machine. The motorcycle presented by its owner Erez Yardeni (TH) at the Concorso d'Eleganza Villa d'Este 2016 was in family ownership from 1935 to 2012. It competed in races a number of times and was later exhibited at the British Brooklands Museum.

### **“Back to the Future – the Journey continues”:** concept studies and homage vehicles.

A total of 52 historic automobiles and 35 classic motorcycles were selected to participate in the latest edition of the Concorso d'Eleganza Villa d'Este. Visitors experienced a fascinating journey through time in the park of Villa Erba and the grounds of the Grand Hotel Villa d'Este.

It started in the earliest years of automobile and motorcycle construction and spanned the intervening period right through to the recent past, while also pausing for stopovers in the present and future of mobility. Presentation of current concept studies continued the tradition of the Concorso d'Eleganza Villa d'Este and provided a glimpse of the automobile design of the future. The public selected the Alfa Romeo Disco Volante by Touring as this year's winner of the Design Awards for Concept Cars & Prototypes. The spectacular design of the spyder by Italian coachwork specialist Touring Superlegga debuted with its world premiere at the International Geneva Motor Show in 2016 and took the prize against competition from five other design studies.

The BMW Group had already launched the first highlights at the opening of the Concorso d'Eleganza 2016 with the presentation of the latest Hommage Vehicles, which form an ideal synthesis with the motto for this year's event: “Back to the Future – the Journey continues”. Visitors in the grounds of the Grand Hotel Villa d'Este experienced the world premiere of the BMW 2002 Hommage and the BMW R 5 Hommage. The two studies draw on characteristic values and design features of their historic paradigms and make use of today's technological capabilities to transfer them to visions for individual mobility of the future.

The BMW 2002 Hommage and BMW R 2 Hommage studies presented beside Lake Como salute two of the most important vehicles in the history of the company founded 100 years ago. The BMW 2002 Hommage recalls the flagship model of the BMW 02 Series launched 50 years ago. This series embodied the signature concept of The Ultimate Driving Machine typical of the brand in its original and particularly concentrated form. Alongside the pioneering turbo technology of the power unit, the BMW 2002 Hommage also transfers the characteristic aesthetic style of the two-door car to the present day and makes a clear statement about the current definition of The Ultimate Driving Machine.

The BMW R 5 Hommage also recalls a pioneering model from yesteryear. The BMW R 5 was launched more than 80 years ago and this motorcycle provided a benchmark primarily through the clarity of its contours and the elegance of its proportions that exerted a sustained influence on motorcycle production until well into the 1950s. The BMW R 5 Hommage was created

in a painstaking artisan craft process following the very best custom tradition. The core is an authentic twin-cylinder Boxer engine with a capacity of 500 cc from the original model. The frame, tank, protective panels, wheel suspension assemblies and all the other components were produced as one-off specials and they are reinterpreted in the inimitable style of the original forebear. The BMW R 5 Hommage therefore combines the world of historic motorcycle construction with the modern custom world.

The BMW Group continues the tradition of homage vehicles with the two new presentations. This expresses the importance of historic roots for the future capability of the company. In keeping with the centenary motto “The Next 100 Years”, the special exhibition “Hommage and Concept Vehicles” was shown in the Padiglione Centrale of Villa Erba. The homage and concept vehicles from the brands BMW, MINI and BMW Motorrad were presented in the exhibition alongside their historic counterparts. The concept behind the exhibition was to showcase the importance of traditional values for the development of pioneering design.

See also the video folder for the clips

160522\_Highlights\_Concorso.mp4

160522\_Best\_of\_Show\_Cars.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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