



CONCORSO D'ELEGANZA  
VILLA D'ESTE

*dal*  
**1929**

Press Release 22nd May 2016

**Motorcycle fascination at the Concorso d'Eleganza Villa d'Este 2016:  
Trofeo BMW Group goes to Grindlay-Peerless 100 from 1929.**

**Impressive field of participants at the sixth Concorso di Motociclette on the shores  
of Lake Como +++ The Jury announces awards for class winners and confers the  
“Best of Show” on a former racing motorcycle from the United Kingdom.**

**Munich/Cernobbio.** After the Street Run on Saturday, the beauty contest for historic motorcycles under the auspices of the Concorso d'Eleganza Villa d'Este 2016 was held today with awards for the class winners and conferment of the Trofeo BMW Group providing the crowning climax. The “Best of Show” award at this year’s Concorso di Motociclette beside Lake Como in Northern Italy went to the Grindlay-Peerless 100 model, built in Coventry in the United Kingdom in 1929. The decision by the international specialist Jury made up of experts on the history of the motorcycle paid tribute to the outstanding authentic condition of the one-time racing motorcycle and to its fascinating history. The motorcycle presented by its owner Erez Yardeni (IH) at the Concorso d'Eleganza Villa d'Este 2016 was in family ownership from 1935 to 2012 and was exhibited at the British Brooklands Museum during this time.

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. One of them was the model that has now received the prestigious award at the

Concorso d'Eleganza Villa d'Este. In 1935, the machine was acquired by H. J. "Boy" Tubb, who also raced with the motorcycle at Brooklands.

The Grindlay-Peerless 100 Model is a particularly impressive representative of this era. This was a period when an increasing number of manufacturers were using sporting successes as evidence of the performance and reliability of their products. At that time, racing campaigns and record rides were deployed as a means of promoting series motorcycles.

A total of 35 classic motorcycles from seven decades lined up at the start of this year's Concorso di Motociclette. Alongside the Trofeo BMW Group for the motorcycle fêted as "Best of Show", a Special Jury Award was also presented. This prestigious honour went to the Gnome & Rhone X motorcycle produced in France in 1937, and it was presented at the Concorso d'Eleganza Villa d'Este 2016 by Jean-Claude Conchard (FR). The list of winners in the Concorso di Motociclette 2016 is provided below with the starting number, year of manufacture and owner:

Class A: DARING TO BE DIFFERENT – DESIGNS THAT PUSHED THE ENVELOPE

04 Vitarelle 350 1919 Jean-Marie Brionnet (FR)

Class B: PRE-WAR DECADENCE – FLIGHTS OF MOTORCYCLE FANTASY

14 Majestic 350 Touring 1931 Motor Sport Museum Hockenheimring (DE)

Class C: OFF ROAD – EXPLORING CALIFORNIA'S DESERTS

24 Triumph T120C TT-Special 1966 Bernhard Rhomberg (AT)

Class D: PRIVATE RACER – BUY OR BUILD YOUR OWN

38 Grindlay-Peerless 100 Model 1929 Erez Yardeni (TH)

Class E: TEMPORADA ROMAGNOLA – SPRINGTIME RACING IN TOWN

54 Benelli 350 1970 Collezione Luciano Battisti (IT)

Trofeo BMW Group – Best of Show by the Jury

38 Grindlay-Peerless 100 Model 1929 Erez Yardeni (TH)

Special Jury Award

16 Gnome & Rhone X 1937 Jean-Claude Conchard (FR)

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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