



CONCORSO D' ELEGANZA  
VILLA D' ESTE

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Press Release 20 May 2016

**“Back to the Future” at the Concorso d’Eleganza Villa d’Este 2016:  
The BMW Group celebrates anniversaries for the BMW 02 and the BMW  
R 5 with spectacular Hommage Vehicles.**

**Launch of the world’s most exclusive beauty contest for historic automobiles and motorcycles +++ Presentation of the BMW 2002 Hommage and the BMW R 5 Hommage as the first highlights at the weekend pageant of classic vehicles on the shores of Lake Como +++ The BMW Group and Grand Hotel Villa d’Este as the organisers join together with visitors from all over the world to celebrate a festival of elegance on two and four wheels from 20th to 22nd May 2016.**

**Munich/Cernobbio.** The BMW Group has launched the first highlights 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”. Guests 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 5 Hommage studies presented beside Lake Como salute two of the most important vehicles in the history of the company founded 100 years ago. In the company’s centenary year, the BMW Group is therefore continuing the tradition of Hommage Vehicles in order to highlight the importance of historic roots for the future capability of the company.

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. “This compact coupé is one of the vehicles that has made the brand what it is today,” explained Adrian van Hooydonk, Senior Vice President BMW Group Design. “At the same time, the BMW 2002 turbo was the technology pathfinder for engine development at BMW.” Alongside the pioneering turbo technology, 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 defined characteristics 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 was a masterpiece at its debut. It had a distinct profile setting it apart from the competing field of machines and it is one of the most beautiful motorcycles in the history of BMW,” according to Edgar Heinrich, Head of Design BMW Motorrad. 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 link between past and future is also one of the defining elements of the Concorso d’Eleganza Villa d’Este 2016. Over the course of the weekend until Sunday, Concept Cars will be presented alongside the outstanding historic vehicles in the park and grounds of Villa d’Este and Villa Erba in Cernobbio, Northern Italy, and awards will then be conferred on the winning vehicles. The heritage beauty contest for classic automobiles and motorcycles is organised jointly by the BMW Group together with the Grand Hotel Villa d’Este. “Once again, the Concorso d’Eleganza Villa d’Este has built a bridge from the history of automobile construction to the present day and into the future. This is because the different classes for historic vehicles are accompanied by an award class for Concept Cars and Prototypes. BMW Group Classic has also highlighted this unique feature with a special exhibition of Hommage Vehicles at Villa Erba,” commented Ulrich Knieps, Head of BMW Group Classic and President of the 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”).

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](mailto:Stefan.Behr@bmw.de)

Internet: [www.press.bmw.de](http://www.press.bmw.de)