



CONCORSO D'ELEGANZA
VILLA D'ESTE

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Press Release 21st May 2016

Concorso d'Eleganza, 20th May 2016. Welcome Speech.

**Ulrich Knieps, Head of BMW Group Classic and President of the
Concorso d'Eleganza Villa d'Este**

Good evening Ladies and Gentlemen,

I would like to wish you a very warm welcome to the Concorso d'Eleganza Villa d'Este 2016. Some of you will have come a long way but I can assure you that your efforts will be amply rewarded because an exciting, unique and atmospheric weekend lies ahead of you. As the Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este, I invite you to join me in admiring some of the finest historic automobiles and motorcycles of their eras over this weekend. As enthusiasts for historic vehicles, you all share the passion for automotive beauty, elegance and exclusivity. A pastime that started off as a hobby has become a passion for many of you over the years. The Concorso d'Eleganza offers an opportunity for you to share your passion with the growing number of like-minded individuals who come to Cernobbio every year for an unforgettable weekend. However, the Concorso d'Eleganza Villa d'Este is not simply a perspective on the past, it also creates a bridge into the future. This concept is a true reflection of the motto for the Concorso d'Eleganza Villa d'Este 2016: "Back to the future – the journey continues".

This weekend we are privileged to review the past and look into the future of mobility against the stunning backdrop of Lake Como. Our motto will come alive when we present the latest Concept Cars from international motor shows. We salute historic paradigms through the BMW Hommage Vehicles at an exhibition being held in the Padiglione Centrale on Sunday.

This exhibition is not to be missed and I sure you are going to enjoy a truly memorable experience. As you will be well aware, the BMW Group is celebrating its 100th anniversary this year. Here at the Concorso we are continuing the celebration by giving you a glimpse into the history of our brand. 2016 also marks two very important landmark anniversaries. Eighty years ago, the most successful racing car of the late 1930s was launched at the famous Nürburgring in the form of the BMW 328. In 1966, the BMW 02 came onto the scene. 50 years later we can surely say that this model defined the core of our brand: “The Ultimate Driving Machine”. This evening, we will be continuing a tradition with the world premiere of two concept studies inspired by icons from the past. There can be no doubt about the models we are referring to. Of course, let’s not forget the Saturday evening event focusing on our motto. This will take us on a journey in time down the decades from the fifties to the eighties. I am very much looking forward to seeing the outfits you have chosen for this gala evening.

The sixth edition of the Concorso di Motociclette presents an outstanding selection of motorcycles in five classes for motorcycle enthusiasts to admire in the grounds of Villa Erba. At this point, I would like to express my gratitude to the members of the Jury, FIVA and of course to the public audience who will carry out the onerous task of selecting the most beautiful automobiles and motorcycles in the 2016 Concorso. Their decision-making process will culminate with the announcement of the “Best of Show” on the terrace of the Grand Hotel Villa d’Este during the course of Sunday evening.

Ladies and Gentlemen, the BMW Group is proud to host this event together with the Grand Hotel Villa d’Este. Let me take this opportunity to thank all those people who have worked so hard behind the scenes to make this event a success. My special thanks also go to our partners and sponsors, whose commitment makes a significant contribution to making the Concorso d’Eleganza Villa d’Este a reality:

- Vranken Pommery, Official Champagne Provider to the Concorso since 2010.
- A. Lange & Söhne, refined watchmaking artistry since 1815 and sponsor of the watch which goes to the “Best of Show” winner.
- FIVA (“Fédération Internationale des Véhicules Anciens”) inspects the authentic status of the vehicles competing in the Concorso.
- Euroweb, sponsor of the website “concorsodeleganzavilladeste.com” and trusted partners since 2008.
- Foglizzo, Italian leather manufacturer since 1921, sponsor of the Concorso bag.
- German Master School of Fashion Munich.

- The manufactories Nymphenburg Porcelain and Theresienthal Glass who have crafted the trophies awarded as prizes.
- RM Sotheby's, who will be coming here again in 2017.

I would like to extend a big "Thank You" to all our sponsors for their continuing support. And I now come to the unique relationship between BMW Group Classic and the Grand Hotel Villa d'Este. This partnership is very special and it has been the foundation for the gradual evolution of the Concorso d'Eleganza over many years. I would therefore like to express my appreciation and sincere thanks to Danilo Zucchetti and his team for this fantastic partnership. Finally, I would now like to introduce my esteemed colleagues who will be your hosts this weekend.

They will be delighted to provide any advice or assistance you may require:

- Adrian van Hooydonk, Senior Vice President BMW Group Design.
- Stephan Schaller, President BMW Motorrad.
- Torsten Mueller-Oetvoes, CEO, Rolls-Royce Motor Cars.
- Manfred Schoch, Chairman of the BMW Group Works Council.
- Knut Flor, Senior Vice President Corporate Quality.
- Dr Johann Wieland, Senior Vice President, Purchasing- and Supplier Network.
- Dr. Jürgen Reul, General Counsel.
- Markus Duesmann, Senior Vice President Development Powertrain.
- Dr Nicolas Peter, Senior Vice President European Sales Region.
- Hendrik von Kuenheim, Senior Vice President Region Asia, Pacific and South Africa.

Tomorrow we will be joined by:

- Dr Friedrich Eichiner, Member of the Board of Management of BMW AG, Finance.
- Maximilian Schöberl, Head of BMW Group Corporate Communications and Governance, Patron of the Concorso d'Eleganza Villa d'Este.
- I would like to extend my gratitude to all of you for your support here this weekend.

I will now conclude by wishing everyone here a wonderful time at the Concorso d'Eleganza Villa d'Este 2016 in the grounds of the Grand Hotel Villa d'Este and the neighbouring Villa Erba. It is a great pleasure to hand over to Danilo Zucchetti, Managing Director of Villa d'Este Hotels.

+++ The spoken word takes precedence +++

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:

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