



CONCORSO D'ELEGANZA  
VILLA D'ESTE

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## **Concorso d'Eleganza Villa d'Este 2018: star ensemble on the shores of Lake Como and a happy end for beaming winners.**

**Ferrari 335 Sport from 1958 awarded “Best of Show” with the Trofeo BMW Group +++ Coppa d'Oro Villa d'Este goes to the Alfa Romeo 33/2 Stradale from 1968 +++ Moto Major from 1948 is crowned as victor ludorum of the eighth Concorso di Motociclette +++ Beauty contest for historic vehicles with the world's richest tradition of heritage delights thousands of visitors with the motto “Hollywood on the Lake” +++ Magnificent setting for the premieres of the Rolls-Royce Cullinan and the BMW Motorrad Concept 9cento.**

**Munich/Cernobbio.** A magnificent backdrop, a star ensemble on two, three and four wheels, cinematically choreographed presentations and a happy end for beaming winners. The award of the Trofeo BMW Group to the Ferrari 335 Sport on Sunday brought the Concorso d'Eleganza Villa d'Este 2018 held in Cernobbio, Northern Italy, to a crowning finish. Film music accompanied the finale of the beauty pageant under the motto “Hollywood on the Lake” as Jury President Lorenzo Ramaciotti declared the racing car from 1958 as “Best of Show”. Prior to that, the Alfa Romeo 33/2 Stradale proved to be the darling of the public. Ten years younger than the Ferrari and just 99 centimetres high, the coupé was voted winner of the Coppa d'Oro Villa d'Este and the Trofeo BMW Group Italia by visitors to the event. The Moto Major taking the victor ludorum of the Concorso di Motociclette is a unique special from 1948.

The picturesque backdrop formed by Lake Como, the magnificent atmosphere of the Grand Hotel Villa d'Este and the extensive parkland of Villa Erba created the perfect setting for the

marvellous selection of historic cars and motorcycles over three days. They captivated the public and enthused the Jury with their outstanding condition and exciting and unusual career profiles. A total of 50 classic automobiles alongside 25 motorcycles and five sidecar combinations from all eras presented a panorama of vehicle history. The exclusive field of participants and the stylish presentation of the competing vehicles once again defined the character of the event organised jointly by the BMW Group and the Grand Hotel Villa d'Este as the world's most exclusive beauty contest for historic vehicles with the richest heritage tradition.

The supporting programme included an exhibition of selected models from the history of the BMW Group including a number of models of the mid-engine sports car BMW M1 launched 40 years ago and a selection of saloons and coupés from the big series that made its debut 50 years ago. The Concorso d'Eleganza Villa d'Este 2018 also provided an exclusive experience for members of the BMW i8 Club. Some days before, they had taken delivery of the first examples of the BMW i8 Roadster at BMW Welt in Munich and they then departed on a journey in convoy to Lake Como. The plug-in hybrid roadsters lined up in the parkland of Villa Erba to direct the perspective of the visitors to the present and future of the sports car.

Cinematically choreographed parades and a number of special exhibitions attracted thousands of visitors in bright sunshine and temperatures reminiscent of high summer before a summer storm arrived and a lightning show lit up the sky in time to cool temperatures in anticipation of the gala ceremony for the overall winner on Sunday evening. "The exclusivity and unusual histories of the vehicles presented took the Concorso d'Eleganza Villa d'Este to a new level this year. The motto of the event was matched by the genuine blockbuster represented by the competition," explained Ulrich Knieps, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este. "And the script could not have been better written with a brief display of thunder and lightning at the pinnacle of the competition followed by traditional fireworks."

**At one time the fastest, today the most beautiful: Ferrari 335 Sport honoured as "Best of Show".**

The award of the accolade "Best of Show" for the Ferrari 335 Sport gave the competition's most prestigious award to a vehicle made in Italy for the fifth time in succession. This year's victorious vehicle convinced the Jury with its outstanding engineering and perfectly restored condition. "We engaged in a lively discussion and then unanimously identified a winner together," reported Jury President Ramaciotti. "When it was created, the Ferrari 335 Sport was the most powerful vehicle ever built, and for a long time it also remained the fastest."

The Ferrari 335 Sport was presented in the class “Speed Meets Style: The Flowering of the Sports and the Racing Cars”, which included Italian, British and German sports racing cars from the 1950s and 1960s with spectacular driving performance and sublimely sculpted elegant lines. “This is a genuine racing car but it is absolutely fine for driving on the roads,” recounted the proud owner of the winning automobile, Andreas Mohringer from Austria, and he added: “However you need a strong hand to do that.”

The winning automobile of the Concorso d'Eleganza Villa d'Este 2018 is the youngest of only four cars of this type ever built. The tubular steel frame is styled with an outer skin produced in aluminium by coachbuilder Carrozzeria Scaglietti. The motor-sport career of the Ferrari 335 Sport was overshadowed by a tragic accident in the Mille Miglia held in 1957. Eleven people lost their lives and this sealed the fate of the endurance road race bringing it to an end. The car shown here on the shores of Lake Como was produced in 1958 and an advanced V12 engine was installed with power enhanced to 430 hp and capable of achieving a top speed of more than 300 km/h.

### **Coppa d'Oro Villa d'Este: Alfa Romeo enthuses the public with its handling agility.**

The trophy with the most traditional heritage of the competition was once again awarded on the basis of a public referendum. The winner of the Coppa d'Oro Villa d'Este was the Alfa Romeo 33/2 Stradale from 1968, which was nominated in the award class “New World, new Ideas: The Story of the GT”. Visitors to the parkland of Villa d'Este were captivated by the swept body contours of the mid-engine coupé, which is just 99 centimetres high, and by the sound of its 230 hp V8 engine. The winning vehicle is just one of twelve cars of this model to be bodied by the Bertone designer of the time, Franco Scaglione, and hand crafted by skilled stylists. The lightweight chassis and aluminium outer skin meant that the two-seater only weighed 700 kilograms. The car's Swiss owner, Albert Spiess, was delighted when he accepted the award: “It is truly wonderful for me to have won this prize. Being awarded this accolade by the public is absolutely unique.”

Spiess was able to experience this special feeling anew on the next day. His Alfa Romeo 33/2 Stradale also won the Trofeo BMW Group Italia, awarded by the visitors to the grounds of Villa Erba by public referendum. Moreover, it also captured the taste of young visitors, who voted the automobile winner of the Trofeo BMW Group Ragazzi.

### **Concorso di Motociclette: Title “Best of Show” for a unique special from 1948.**

Historic motorcycles and sidecar combinations have enjoyed a fixed place in the programme of the beauty contest on Lake Como since 2011. After the Street Run by the vehicles represented in the competition through the streets of Cernobbio, the conferment of the title “Best of Show” on the Moto Major manufactured in 1948 provided another highlight at the eighth Concorso di Motociclette. The international Jury of experts led by its President Carlo Perelli conferred the honour of victor ludorum on the unique special. The Moto Major, designed with stunningly streamlined styling, is from the collection of the Deutsches Zweirad- und NSU-Museum in Neckarsulm, and as the winner it received the Trofeo BMW Group. The Moto Major owes its spectacular appearance to an expert on aircraft landing gear. The Italian designer Salvatore Maiorca developed a wheel with integral suspension by incorporating rubber elements and he had an opportunity to realise his invention in a motorcycle. The aerodynamically optimised body and the engine powering the prototype were created in the aircraft department at Fiat.

A sidecar combination emerged as the darling of the public from the contestants on two and three wheels. Visitors selected the 1939 Brough Superior SS80 with sidecar as their favourite. Its Swiss owner Daniel Kessler was delighted to accept the Trofeo Villa Erba for this accolade.

### **Tradition and future combined: concept vehicles on two and four wheels.**

The presentation and award for concept vehicles and prototypes in special classes created for them is one of the traditional special features of the Concorso d'Eleganza Villa d'Este. In this way the organisers of the event recall the origin of the competition. The pageant was first held in 1929 as a performance contest for distinguished automobile manufacturers and coachbuilders that would allow them to present their latest creations on the shores of Lake Como. Today, the presentation of studies and prototypes creates a bridge between tradition and future. This year, concept bikes competed for the second time alongside concept cars. The Ferrari SP38 earned the Concorso d'Eleganza Design Award for the outstanding study in the automobile sector. The award for the most successful concept bike went to the Moto Guzzi Sogno.

### **“Hollywood on the Lake”: film stars on wheels and plenty of action.**

In the spirit of the event motto “Hollywood on the Lake”, visitors were transported back in time. Stylishly choreographed appearances on the red carpet and lots of action from different eras of cinema history allowed them to relive the glory days of famous screen heroes. The motto was also reflected in the selection of vehicles represented in the competition. “Hollywood on the Lake: Stars of the Silver Screen” was the title of an award class for automobiles whose history has

been inextricably linked with the action in California's tinsel town. The featured cars included the Aston Martin DB5 driven by Sean Connery in his role as James Bond in the film classics "Goldfinger" and "Thunderball". This car competed with the BMW 507 owned by one of the Bond girls. The roadster once belonged to Ursula Andress who received it as a present from Elvis Presley.

The BMW Group also presented a special exhibition entitled "Movie Cars and Bikes" at the Padiglione Centrale of Villa Erba. Vehicles with a leading role in famous screen successes were presented there, including the classic Mini driven by "Mister Bean" and other original vehicles from "James Bond" films and the "Mission Impossible" series.

### **Premieres at Lake Como: the Rolls-Royce Cullinan and the BMW Motorrad Concept 9cento.**

The BMW Group created the first highlights by launching two spectacular premieres at the start of the Concorso d'Eleganza Villa d'Este 2018. The new Rolls-Royce Cullinan was shown to the public in the grounds of the Grand Hotel Villa d'Este. The first model of the marque to have all-wheel drive and a large tailgate was presented as a representative of a new form of luxurious travel on any terrain. The Rolls-Royce Cullinan gives its occupants the characteristic feeling of sublime driving performance typical of the British marque even away from the tarmac: Effortless Everywhere.

The BMW Motorrad Concept 9cento offered an insight into future riding fun on two wheels. The Concept Bike was also presented on the shores of Lake Como for the first time. It combines the best from the segments of Sport, Adventure and Tourer in a cool all-round model for the new middle class. The special features of the BMW Motorrad Concept 9cento also include an innovative stowage concept comprised of a clip-on twin pannier element.

The list below presents all the winning vehicles at the Concorso d'Eleganza Villa d'Este 2018. The year of manufacture, the owner and other details are provided in each case:

## **HISTORIC CARS**

### **Trofeo BMW Group**

*Best of Show by the Jury*

**Ferrari 335 Sport, Spider, Scaglietti, 1958, Andreas Mohringer (AT)**

## **Coppa d'Oro Villa d'Este**

*Best of Show by Public Referendum at Villa d'Este*

**Alfa Romeo 33/2 Stradale, Coupé, Scaglione, 1968, Albert Spiess (CH)**

## **Trofeo BMW Group Italia**

*By Public Referendum at Villa Erba*

**Alfa Romeo 33/2 Stradale, Coupé, Scaglione, 1968, Albert Spiess (CH)**

## **Trofeo BMW Group Ragazzi**

*By young People's Referendum (up to the age of 16) at Villa Erba*

**Alfa Romeo 33/2 Stradale, Coupé, Scaglione, 1968, Albert Spiess (CH)**

## **Concorso d'Eleganza Design Award**

*For the Class Winner Concept Cars and Prototypes by Public Referendum at Villa Erba*

**Ferrari SP38, Coupé, Ferrari SpA, Design: Flavio Manzoni, 2018, Loris Kessel SA (CH)**

## **Special Prizes**

### **Trofeo FIVA**

*For the best preserved pre-war car*

**Lancia Astura Serie III, Cabriolet, Pinin Farina, 1936, Anthony MacLean (CH)**

### **Trofeo ASI**

*For the best preserved post-war car*

**Alfa Romeo 33/2 Stradale, Coupé, Franco Scaglione, 1968, Albert Spiess (CH)**

### **Trofeo Automobile Club di Como**

*For the car driven from farthest away*

**Bentley 4 ½ Litre, Dual Cowl Torpedo, Jarvis & Sons, 1928, Maurits van Son (CH)**

## **FIVA Best Preserved Vehicle Award Partner of UNESCO**

**SCAT 25/35 HP, Landaulet, SCAT, 1913, Corrado Lopresto (IT)**

## **Special Prizes by the Jury**

### **Trofeo BMW Group Classic**

*For the most sensitive restoration*

**Cadillac V-16, Roadster, Fleetwood, 1930, Frederick Lax (US)**

### **Trofeo Rolls-Royce**

*For the most elegant Rolls-Royce*

**Rolls-Royce Phantom, Brougham de Ville, Brewster & Co., 1929, Frédéric Leroux (FR)**

## **Trofeo Vranken Pommery**

*For the best iconic car*

**Ferrari 250 GTO, Berlinetta, Scaglietti, 1962, Ann & Chris Cox (US)**

## **Trofeo Julius Baer**

*For the car which showcases exceptional craftsmanship from its time*

**Bentley MK VI, Coupé, H. J. Mulliner, 1949, Fred Kriz (MC)**

## **Trofeo Auto & Design**

*For the most exciting design*

**Lamborghini Miura P 400 SV, Coupé, Bertone, 1971, Andrej Friedman (CH)**

## **Class Winners and Mention of Honour**

### **CLASS A:**

#### **THE TITANS: DIRT, DUST AND DANGER**

#### **Class Winner**

**Bugatti 59, Grand Prix, Bugatti, 1934, Marc Newson (GB)**

#### **Mention of Honour**

**Alfa Romeo 8C 2300 Monza, Open Two-Seater, Zagato, 1933, Roderick Jack (GB)**

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### **CLASS B:**

#### **FROM MANHATTAN TO MAYFAIR: THE GOLDEN AGE OF MOTORING OPULENCE**

#### **Class Winner**

**Rolls-Royce Phantom, Brougham de Ville, Brewster & Co., 1929, Frédéric Leroux (FR)**

#### **Mention of Honour**

**Cadillac V-16, Roadster, Fleetwood, 1930, Frederick Lax (US)**

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### **CLASS C:**

#### **SHAPED BY THE WIND: GRANDES ROUTIERES OF THE ART DECO ERA**

#### **Class Winner**

**Lancia Astura Serie III, Cabriolet, Pinin Farina, 1936, Anthony MacLean (CH)**

#### **Mention of Honour**

**Bugatti 57 Atalante, Coupé, Bugatti, 1937, Albert Wetz (LU)**

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**CLASS D:  
NEW WORLD, NEW IDEAS: THE STORY OF THE GT**

**Class Winner**

Ferrari 250 GT Berlinetta SWB, Berlinetta, Pinin Farina, 1960, David MacNeil (US)

**Mention of Honour**

Ferrari 212 Export, Cabriolet, Vignale, 1951, Peter Kalikow (US)

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**CLASS E:  
SPEED MEETS STYLE: THE FLOWERING OF THE SPORTS  
AND THE RACING CAR**

**Class Winner**

Ferrari 335 Sport, Spider, Scaglietti, 1958, Andreas Mohringer (AT)

**Mention of Honour**

Porsche Carrera GTS, Coupé, Porsche, 1964, Klaus-Otto Räker (DE)

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**CLASS F:  
80 YEARS OF AUTOMOTIVE ARCHAEOLOGY**

**Class Winner**

SCAT 25/35 HP, Landaulet, SCAT, 1913, Corrado Lopresto (IT)

**Mention of Honour**

Lamborghini Miura P 400 SV, Coupé, Bertone, 1971, Andrej Friedman (CH)

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**CLASS G:  
HOLLYWOOD ON THE LAKE: STARS OF THE SILVER SCREEN**

**Class Winner**

Lancia Stratos, Coupé, Bertone, 1970, Phillip Sarofim (US)

**Mention of Honour**

Aston Martin DB5, Saloon, Aston Martin, 1964, Harry Yeaggy (US)

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**CLASS H:  
WHEN SEX WAS SAFE AND RACING WAS DANGEROUS: FORMULA ONE!**

**Class Winner**

McLaren MP4/2B, Monoposto, McLaren, 1985, Gerhard Berger (AT)

**Mention of Honour**

Maserati 250F, Monoposto, Fantuzzi, 1954, Guillermo Fierro-Eléta (ES)

**HISTORIC MOTORCYCLES**

**Trofeo BMW Group**

*Best of Show by the Jury*

Moto Major, 1948, Deutsches Zweirad- und NSU-Museum (DE)

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**Trofeo Villa Erba**

*Best of Show by Public Referendum*

Brough Superior SS80, 1939, Daniel Kessler (CH)

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**Special Prize by the Jury**

Indian Twin-Cylinder, 1907, Frank Grahl (DE)

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**Class Winners**

**CLASS A:**

**GOLDEN YEARS FOR AMERICAN MOTORCYCLES**

Thor Model U, 1913, Top Mountain Motorcycle Museum (AT)

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**CLASS B:**

**LUXURY ON 3 WHEELS: SIDECARS IN 1920S AND 1930S**

Brough Superior SS80, 1939, Daniel Kessler (CH)

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**CLASS C:**

**NEW IDEAS FOR THE 1950S**

Moto Major, 1948, Deutsches Zweirad- und NSU-Museum (DE)

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**CLASS D:**

**WINNING ITALIAN SINGLES: 250 CC GRAND PRIX MOTORCYCLES**

Moto Guzzi Bialbero, 1953, Antonio Frigerio (IT)

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**CLASS E:**  
**NEW CLOTHES ON BRITISH AND GERMAN MOTORCYCLES**  
Indian Clymer Italjet Enfield, 1969, Pasquale Mesto (IT)

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**CLASS CB:**  
**CONCEPT BIKES AND PROTOTYPES**  
Moto Guzzi Sogno, 2002, Private Collection, Design Armano-Scaldelai (IT)

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