



CONCORSO D' ELEGANZA
VILLA D' ESTE

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1929

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“Best of Show” on two wheels: Moto Major wins the Trofeo BMW Group for historic motorcycles at the Concorso d’Eleganza Villa d’Este 2018.

The international Jury of experts selects the winners in five classes and names a unique special from 1948 as the victor ludorum +++ Visitors select the Brough Superior SS80 with a sidecar as their favourite +++ Eighth Concorso di Motociclette enthruses the public visitors with the spectacular Street Run through Cernobbio and the winners’ parade in the parkland of Villa Erba.

Munich/Cernobbio. The beauty contest for historic motorcycles and sidecar combinations under the auspices of the Concorso d’Eleganza Villa d’Este 2018 reached its apogee today with the triumphal parade of class winners and the conferment of the title of “Best of Show” on the Moto Major from 1948. The international Jury of experts led by its President Carlo Perelli – Editor-in-Chief of Italian motorcycle magazine “Motociclismo d’Epoca” – conferred the honour of victor ludorum for the Concorso di Motociclette 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 Moto Major were created in the aircraft department at Fiat. The prototype was presented for the first time at the Milan Spring Exhibition in 1948 – by the tyre manufacturer Pirelli. The Moto Major created a sensation there but the machine never

went to volume production. “The Moto Mayor is an incredible motorcycle. Everyone on the Jury agreed this is going to be the Best of Show”, commented Jury member Paul d’Orleans. “In 1948 Designer Salvatore Majorca had the idea of putting the suspension in the wheels – a terrible idea – because he was no motorcycle designer but the design is magnificent.”

A sidecar combination emerged as the darling of the public at this year’s Concorso di Motociclette held in Cernobbio, Northern Italy. Visitors selected the Brough Superior SS80 with sidecar manufactured in 1939 as their favourite. The Swiss owner Daniel Kessler was delighted to accept the Trofeo Villa Erba for this accolade. “I have been restoring this motorcycle since 1987 and I only finished the work last week,” reported Kessler, who has now taken part in the Concorso di Motociclette twice. “Unfortunately, I won’t be able to participate again because I don’t own another motorcycle that meets the high standards of this competition.”

The two-wheelers produced by the British marque Brough already had the reputation of being status symbols at the time when their constructor was still in business. Today, they are much coveted rare treasures. The chassis for the stylishly designed sidecar adorning the victorious Brough Superior on the shores of Lake Como originated from sidecar manufacturer Adolf Felber in Vienna.

A “Special Prize by the Jury” was also awarded at this year’s Concorso di Motociclette. The panel of specialists bestowed the coveted award on the oldest motorcycle in the competition – an Indian Twin-Cylinder from 1907. The American manufacturer started volume production of motorcycles powered by V twin-cylinder engines with this model.

Following the successful launch in the previous year, a special exhibition for Concept Bikes and Prototypes once again connected the past and future of the motorcycle at the Concorso di Motociclette 2018. The event held on the shores of Lake Como offers one of the rare opportunities of presenting fascinating studies to a wide public audience. The class victory in this category went to the Moto Guzzi Sogno from the year 2002.

The fascination of riding on historic motorcycles could already be experienced at the spectacular Street Run through the streets of Cernobbio on Saturday. Rare gems on two and three wheels once more provided a visual and acoustically impressive pageant as they rode in convoy from the park of Villa Erba to the Grand Hotel Villa d’Este.

A total of 25 historic motorcycles and five classic sidecar combinations were presented in five award classes at the Concorso di Motociclette 2018. The following list gives this year's winning vehicles including the year of manufacture and owner:

Trofeo BMW Group – Best of Show by the Jury

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

Trofeo Villa Erba – Best of Show by Public Referendum

Brough Superior SS80, 1939, Daniel Kessler (CH)

Special Prize by the Jury

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

Class Winners by the Jury

CLASS A:

GOLDEN YEARS FOR AMERICAN MOTORCYCLES

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

CLASS B:

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

Brough Superior SS80, 1939, Daniel Kessler (CH)

CLASS C:

NEW IDEAS FOR THE 1950S

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

CLASS D:
WINNING ITALIAN SINGLES: 250 CC GRAND PRIX MOTORCYCLES
Moto Guzzi Bialbero, 1953, Antonio Frigerio (IT)

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

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

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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