



CONCORSO D'ELEGANZA
VILLA D'ESTE

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Press Release 25th May 2018

Two world premieres at the opening of the Concorso d'Eleganza Villa d'Este 2018: Exclusive presentation of the new Rolls-Royce Cullinan and launch of the BMW Motorrad Concept 9cento against a magnificent backdrop on the shores of Lake Como.

First highlights at the weekend of classics in Cernobbio, Italy +++ Luxury marque Rolls-Royce presents its latest series model +++ BMW Motorrad offers an insight into an exciting Adventure Sports Model for the new mid-range +++ The beauty contest for historic vehicles is presented by the BMW Group and the Grand Hotel Villa d'Este, and once again it casts the arc of history between tradition, present and future +++ Selected rare treasures on two, three and four wheels will be in the limelight under the motto of "Hollywood on the Lake" from 25th to 27th May 2018.

Munich/Cernobbio. The Concorso d'Eleganza Villa d'Este 2018 was launched with two spectacular world premieres against the marvellous backdrop of Lake Como in Cernobbio, Northern Italy. The opening of the most exclusive beauty contest for historic vehicles with the world's richest tradition of heritage gave visitors the opportunity to look into the future. The British luxury marque Rolls-Royce staged the world premiere of its latest series model. The new Rolls-Royce Cullinan embodies the typically exalted driving experience soon to be enjoyed on any terrain. Versatility is also a feature of the BMW Motorrad Concept 9cento. The Concept Bike presented for the first time combines the best from the segments of Sport, Adventure and Tourer in an all-round model for a new mid-range.

The contest for exceptional rare gems from vehicle history choreographed by the BMW Group and the Grand Hotel Villa d'Este provided a perfect backdrop for the world premiere of the new Rolls-Royce Cullinan. The latest series model of the marque is named after the biggest diamond ever discovered. It is an all-terrain vehicle that morphs the vision of authentic and luxurious off-road travel into reality. All-wheel drive and all-wheel steering, electronically controlled system for the air suspension, a large tailgate and a glass partition between the passenger compartment and the stowage space make travelling Effortless, Everywhere – right now. “Our Rolls-Royce Cullinan defines the possibilities and the scale of luxury anew. It embodies luxury in its purest form combined with perfect utility and the highest possible off-road capabilities,” explained Torsten Müller-Ötvös, CEO Rolls-Royce Motor Cars.

The vision of a cool all-rounder for the new mid-range is expressed in the BMW Motorrad Concept 9cento. This concept motorcycle was also presented for the first time ever to celebrate the opening of the Concorso d'Eleganza Villa d'Este 2018. The concept bike combines emotions with the desire for adventure and athletic prowess. Edgar Heinrich, Head of Design at BMW Motorrad stated that balance was the key characteristic feature of the BMW Motorrad Concept 9cento. “We have designed a bike that unites appropriate power, reliable sports touring characteristics and most importantly driving fun in an attractive overall package.” The special features of the BMW Motorrad Concept 9cento also include an innovative luggage concept that is comprised of a clip-on twin pannier element.

The two highlights at the opening of the Concorso d'Eleganza Villa d'Este 2018 once again illustrate the unique character of the event on the world stage which creates the fascinating connection between tradition, present and future. Alongside sublime historic vehicles, the latest Concept Cars and Prototypes are presented in the grounds and parkland of Villa d'Este and Villa Erba from 25th to 27th May 2018 prior to bestowal of the awards. “The unique mix transforms this beauty contest into something rather special,” commented Ulrich Knieps, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este.

The Concorso d'Eleganza Villa d'Este 2018 is being held under the motto of “Hollywood on the Lake” and it ensures a cinematic pageant of the most beautiful classics on two, three and four wheels. 51 historic cars along with 30 classic motorcycles and sidecar combinations are nominated for the beauty contest. This pantheon of vehicles will include automobiles that once played a starring role in the movies. The highpoints of the programme on Saturday include the Street Run by historic motorcycles. They will start at Villa Erba, parade through the streets of

Cernobbio and finish their journey in Villa d'Este. Then there is the award of the Coppa d'Oro Villa d'Este with a particularly illustrious tradition and conferred by public referendum. On the Sunday, all the competing vehicles will parade in front of the Grandstand in the gardens of Villa Erba. The Jury made up of international experts awards the prizes to the class victors, announces the winners of numerous special prizes, and awards the trophy to the historic motorcycle judged to be the "Best of Show". The crowning finale of the Concorso d'Eleganza Villa d'Este 2018 is the announcement of the overall winner in the contest for historic automobiles. The Jury honours the vehicle selected as the "Best of Show" and its owner by conferring the Trofeo BMW Group in the garden of Villa d'Este on the Sunday evening.

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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