



CONCORSO D' ELEGANZA  
VILLA D' ESTE

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## PRESS RELEASE 2nd October 2021

# Tradition and future unified: BMW Group presents visionary car BMW i Vision Circular to launch the Concorso d'Eleganza Villa d'Este 2021

**Glittering start to the world's most traditional heritage beauty contest for Historic Cars +++ Organisers BMW Group Classic and Grand Hotel Villa d'Este join classic-car enthusiasts to celebrate the launch of the Concorso d'Eleganza Villa d'Este 2021 +++ Presentation of a pioneering concept for sustainable urban mobility with the BMW i Vision Circular.**

**Munich/Cernobbio.** A pioneering concept with consistent focus on sustainability and luxury for the year 2040 forms the first highlight in the programme of the Concorso d'Eleganza Villa d'Este 2021 in Cernobbio, Northern Italy. On the evening before the start of the world's most traditional heritage beauty contest for Historic Cars, the BMW Group presented the BMW i Vision Circular. The vision car provides a foretaste of what the circular future of the BMW Group might look like. The design of the car consistently implements the principles of the circular economy. The aim is to achieve a quota of 100 percent recycled materials and/or capability for 100 percent recycling.

The BMW i Vision Circular shows how comprehensively and consistently BMW is thinking in terms of sustainable mobility. It represents the aspiration to be a pioneer in the development of a circular economy. BMW intends to extend its leading position in resource efficiency for production to the entire lifecycle of the vehicles." This is why the BMW Group is taking responsibility and placing these topics at the centre of its strategy. Adrian van Hooydonk, Head of BMW Group Design: "We consistently factored circularity into the design process of the BMW i Vision Circular right from the outset. This visionary vehicle is therefore packed full of innovative ideas that combine sustainability with a new and inspiring aesthetic concept – we call this approach 'Circular Design'."



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The BMW i Vision Circular also demonstrates that a premium claim and sustainability by no means have to be mutually exclusive.

Outstandingly beautiful and historically important classic cars will be presented at the Concorso d'Eleganza Villa d'Este 2021 this weekend and they will be judged by an international Jury of experts. Nearly 50 Historic Cars in eight Award Classes have been nominated for the competition, which is being held jointly by BMW Group Classic and the Grand Hotel Villa d'Este.

The programme highlights of the Concorso d'Eleganza Villa d'Este on Saturday include the award of the Coppa d'Oro Villa d'Este, steeped in tradition and conferred on the basis of a Public Referendum, and the parade of valuable classic cars on the terrace of the Grand Hotel Villa d'Este. Sunday will feature the bestowal of awards for the class winners and numerous special prizes. In accordance with tradition, the contest will conclude with the announcement of the Best of Show.

Images and video clips from the Concorso d'Eleganza Villa d'Este 2021 can be viewed from 2nd October on: [www.bmwgroupclassic-downloads.com](http://www.bmwgroupclassic-downloads.com)



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#### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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