



CONCORSO D' ELEGANZA
VILLA D' ESTE

dal
1929

PRESS RELEASE **2nd October 2021**

Darling of the public with eight cylinders: Coppa d'Oro Villa d'Este goes to the Lancia Dilambda Serie I.

Concorso d'Eleganza Villa d'Este 2021 continues with presentation of the award with the greatest heritage +++ A unique one of a kind from the production year 1930 wins at the vote in the park of the Grand Hotel Villa d'Este +++ International Jury also confers "Special Prizes" in contest criteria arching across classes +++ Exclusive edition of the beauty contest for Historic Cars ends on Sunday with celebration of the class winners and award of the Trofeo BMW Group for the "Best of Show".

Munich/Cernobbio. The public has reached a decision and conferred the award with the greatest heritage at the Concorso d'Eleganza Villa d'Este 2021. This year, the Coppa d'Oro Villa d'Este goes to the Lancia Dilambda Serie I from the year 1930. The exquisite one of a kind owned by Italian classic-car enthusiast, restorer and Lancia expert Filippo Sole attracted the largest number of votes from the guests in the park of the Grand Hotel Villa d'Este. Its impressive body contours, stylish two-tone paint livery and the eight-cylinder engine designed with a host of technological innovations gave the luxury two-door coupé the style to capture the hearts of the public.

The victorious car is an outstanding exemplar of the exceptionally elegant, exclusive and historically important automobiles traditionally represented at the Concorso d'Eleganza Villa d'Este. The design of the car stood out as particularly innovative owing to its four-litre V8 engine combined with the compact construction and the cylinder-bank angle reduced to 24 degrees. It delivered more than adequate power for a luxury automobile of that era with a peak output of 100 hp. The motor car presented at the Concorso d'Eleganza Villa d'Este 2021 was styled at London-based coachbuilder Carlton Carriage as a unique one-of-one drop head coupé.



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The second event day at the Concorso d'Eleganza Villa d'Este 2021 reached its first highlight with the award for the darling of the public. The conferment of the Coppa d'Oro Villa d'Este recalls the early days of the contest held in Cernobbio, Northern Italy. As early as 1929, awards were bestowed for the first time on automobiles with particularly elegant designs in the grounds of the Grand Hotel Villa d'Este on the shores of Lake Como. At the time, vehicle manufacturers and famous coachbuilders entered their latest new launches to compete for the award conferred on the most beautiful design. From the 1980s onwards, the Concorso d'Eleganza Villa d'Este has been renowned for looking back through the prism of history at the vehicles of yesteryear. Today, the competition is therefore regarded as the world's most traditional and exclusive beauty contest for historic vehicles. Since 1999, the BMW Group has been committed to this highlight for friends of classic cars from all over the world, initially as main sponsor and since 2005 as joint organiser with the Grand Hotel Villa d'Este.

The American artist Jeff Koons was one of the most celebrated admirers of the rare treasures on four wheels presented in the park of the Grand Hotel Villa d'Este. The Concorso d'Eleganza Villa d'Este 2021 was furthermore privileged to feature a contribution from him that exemplifies the close connection between high-end automobile design, innovative technology and contemporary art. At an exclusive event in a Closed Room, he joined Adrian van Hooydonk, Head of BMW Group Design, to present the project "The 8X Jeff Koons". The unique bespoke motor car based on the BMW M850i Gran Coupé (combined fuel consumption: 11.0 – 10.9 l/100 km in compliance with WLTP; combined CO₂ emissions: 252 – 248 g/km in compliance with WLTP) represents the embodiment of precision, refinement and sophisticated artisan craftwork. Koons combined it with artistic elements from Pop Art and geometric patterns that are inspired by the powerful and dynamic lines of the luxury sports car.

The first "Special Prizes" were also already awarded at the start of the second event day. Prizes were given for the best-preserved classic cars from the pre-war and post-war era. An award was also conferred on the car driven from farthest away. Moreover, the Jury of the Concorso d'Eleganza Villa d'Este made up of international experts bestowed "Special Prizes" overarching the classes for the outstanding iconic classic car, the most fascinating design and the most careful restoration.



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The list below presents today's "Special Prize" winners. The model, coachwork designer, year of manufacture and owner are provided in each case:

Special Prizes

Trofeo FIVA

For the best preserved pre-war car
Rolls-Royce Silver Ghost 40/50 High Speed, Open Tourer, Barker, 1920,
Jürg Haas, CH

Trofeo ASI

For the best preserved post-war car
Howmet TX, Coupé, Bob McKnee, 1968,
Egon Zweimüller, AT

Trofeo Automobile Club Como

For the car driven from farthest away
Aston Martin DB5, Convertible, Touring Superleggera, 1965,
Ian Maxwell-Scott, GB



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Special Prizes by the Jury

Trofeo BMW Group Classic

For the most sensitive restoration
Fiat 508 CS "Balilla Aerodinamica", Coupé, Fiat, 1935,
Mark Geessink, NL

Trofeo Vranken Pommery

For the best iconic car
Ferrari F40, Coupé, Pininfarina, 1989,
Christiano Michelotto, IT

Trofeo Auto & Design

For the most exciting design
McLaren F1, Coupé, McLaren, 1995,
Ahmad Gozal, AE

This year, the Concorso d'Eleganza Villa d'Este is being held from 1st to 3rd October 2021 for the first time as a particularly exclusive edition. Owing to the course of the pandemic, the activities are concentrated in the grounds of the Grand Hotel Villa d'Este. In parallel with the Public Referendum held today and the decisions about the award of the "Special Prizes", the Jury also appraised nearly 50 exhibited classic cars presented and nominated in eight award classes from a period of more than eight decades of automobile history. This year, the distinguished Jury of experts was once again headed by the former Chief Designer of the FIAT Group, Lorenz Ramaciotti – indeed for the 25th year in succession. The Jury will announce the results of its deliberations on the winners of the individual vehicle classes on Sunday. The Concorso d'Eleganza Villa d'Este will conclude with its apogee when the Trofeo BMW Group is bestowed and the winning automobile has the honour of being crowned as "Best of Show".



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Images and videos of the Concorso d'Eleganza Villa d'Este 2021 can be accessed here:
www.bmwgroupclassic-downloads.com

If you have any questions, please contact:

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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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