



CONCORSO D'ELEGANZA
VILLA D'ESTE

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MEDIA INFORMATION

5 December 2024

Initial information on the Concorso d'Eleganza Villa d'Este 2025.

+++ Concorso d'Eleganza Villa d'Este will take place on 23 – 25 May 2025 +++ Several categories have been confirmed +++ Registration for the competition is now open +++ Concorso d'Eleganza Villa d'Este Public Days and Amici & Automobili – Wheels & Weisswüsch Lake Como will be held in the grounds of Villa Erba +++ Ticket sales get underway +++ Broad Arrow Auctions is new auction partner from 2025 +++

Munich/Cernobbio. On 23 – 25 May 2025, BMW Group Classic will host the legendary Concorso d'Eleganza Villa d'Este in cooperation with the Villa d'Este luxury hotel. Around 50 spectacular cars of their respective eras will once again do battle for the coveted prizes. Most prestigious of all is the Trofeo BMW Group, awarded by the high-calibre Jury to the overall winner of the Concorso d'Eleganza.

The following competition classes have already been set out by the Concorso d'Eleganza Villa d'Este Sourcing & Selecting Committee:

Frozen in Time: Preservation 'Time Capsules' from 1900-1973 which have survived in unrestored State.

"Go Big or Go Home": Automotive Excess of the '80s and '90s, when nothing seemed too fast, expensive, or bold.

Sculpture in Motion: The Decade of the automotive Arms Race, 1928-1938

Glorious Excess: The Evolution of the 'Money no Object' Motor Car, 1920-1940

The Sourcing & Selecting Committee for the Concorso d'Eleganza Villa d'Este 2025 is now inviting owners of exceptional classic cars to sign them up for the competition. You can register for the competition classes already confirmed at the event website <https://www.concorsodeleganzavilladeste.com/registration/>.

Cars can also be registered outside of the categories set out so far. Further classes will be announced in due course.



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A tradition without parallel around the world, meanwhile, is the fascinating get-together of the latest concept cars. And registration is now also open for this section of the event to concept car owners and manufacturers.

BMW Group Classic will be honouring several anniversaries at Lake Como in 2025. First and foremost, the 50th birthday of the BMW 3 Series will be celebrated in the grounds of Villa Erba, while the centenary of the Rolls-Royce Phantom will also be marked in suitable style in the grounds of Villa d'Este. And due recognition will likewise be afforded to the BMW Isetta (70th birthday) and BMW 507 (70th birthday).

The **Concorso d'Eleganza Villa d'Este Public Days** will again take place outside the nearby Villa Erba in 2025. They were a big success in 2024, attracting around 12,000 visitors. And on Sunday, 25 May, **Public Day – II Festival** will again give the wider public the opportunity to experience the parade of cars entered in the Concorso d'Eleganza Villa d'Este.

The **Amici & Automobili – Wheels & Weisswürscht** event format familiar to many from its Munich roots and now also an established fixture on the shores of Lake Como will also be part of the festival weekend in 2025. On Saturday, 24 May, car clubs and communities from around the world will be warmly invited to present their models to the extensive galleries of visitors. Here, too, the BMW 3 Series' landmark birthday will be celebrated in suitable style. Owners can apply to enter their classic cars with BMW Club & Community Management now at bccm@bmwgroup-classic.com.

The Concorso d'Eleganza Villa d'Este is also thrilled to announce Broad Arrow Auctions, a Hagerty company, as the event's new official auction partner for 2025 and beyond. Broad Arrow will host an auction during the Concorso on an annual basis and is expected to offer up to 70 of the highest quality collector cars for sale on the shores of Lake Como on Saturday, 24 May 2025 at Villa Erba. As one of the fastest-growing global leaders in the collector car auction and private sales industry, Broad Arrow's Villa d'Este Auction at Villa Erba will mark the company's European live auction debut following highly successful flagship sales in North America. These sales include The Monterey Jet Center Auction, in conjunction with Motorlux in California. Interested consignors are invited to contact a Broad Arrow Auctions car specialist via broadarrowauctions.com or on +44 20 4592 0169 (+1 313 312 0780 in North America).

Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este: "The Concorso d'Eleganza Villa d'Este 2024 was a great success in every respect, and the established event features for the wider public played a key role. We are keen to build on this success in 2025 and will put together an event programme brimming with highlights once again. One of these will without doubt be the auction conducted by our new partner Broad Arrow Auctions."



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"We could not think of a better, more prestigious location and renowned partner to launch our first ever auction in Europe than the Concorso d'Eleganza Villa d'Este. We are honoured to partner with BMW as the official annual auction house of the Concorso d'Eleganza Villa d'Este, their choice speaks volumes to the proven track record of our team of specialists and the growth of our company in just a few short years," said **Kenneth Ahn, President of Hagerty Marketplace and Broad Arrow Auctions**. "The Concorso is the crown jewel in the concours world, and we are excited to present some of the most exceptional collector cars available with a premium auction experience next May and beyond."

Daide Bertilaccio, CEO Villa d'Este Hotels highlights: "While at Villa d'Este another incredible Christmas season has arrived, we are also working relentlessly with the BMW Group Classic team for the organization of the 2025 Concorso d'Eleganza Villa d'Este edition. For almost a century this exclusive event has embodied the heritage, the passion and the timeless elegance for what Villa d'Este has always been renowned for. It will be another memorable weekend celebration of the automotive art on the shores of Lake Como together with our long-standing partner BMW Group Classic."

Further details on the features and content of the 2025 event will be announced in the spring.

Tickets for the Concorso d'Eleganza Villa d'Este, as well as for Amici & Automobili – Wheels & Weisswüsch and Public Day – Il Festival are available here:

<https://www.concorsodeleganzavilladeste.com/packages-tickets/>

Keep up to speed via the following channels:

Concorso d'Eleganza Villa d'Este App for iOS and Android

Concorso d'Eleganza Villa d'Este website: <https://www.concorsodeleganzavilladeste.com/>

Instagram: https://www.instagram.com/concorsodeleganza_vde/

BMW Group Classic Media Server for downloads:

<https://www.bmwgroupclassic-downloads.com/Events/>

Media accreditation will open in spring 2025. Information will be provided in good time.



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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

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Villa d'Este, the iconic five-star luxury hotel in Cernobbio, on Lake Como, sets the standard in international luxury hospitality. A member of The Leading Hotels of the World, it is part of the Villa d'Este Hotels group, which also includes the five-star Villa La Massa, by the River Arno just outside Florence, Tuscany, the renowned Harry's Bar and Hotel Miralago in Cernobbio. The group also manages the four-star hotels Palace Hotel and Barchetta Excelsior as well as Ceccato Garden Bar, all in Como city centre. Regarded as one of the finest expressions of mid-sixteenth-century architecture, converted into a luxury hotel in 1873 and set in ten hectares of parkland lined with age-old trees, statues and flowers, Villa d'Este has been a symbol of timeless elegance for more than 150 years. The property consists of 152 rooms and suites across the Cardinal Building and Queen's Pavilion, in addition to four private villas on the grounds. Villa Belinzaghi was acquired recently, which will undergo full restoration. Led by Executive Chef Michele Zambanini, Villa d'Este has three restaurants: the elegant Veranda with lake views, serving classic Italian-inspired cuisine with contemporary and international touches; the Grill for casual dining, where quintessential meat and fish dishes take centre stage; and the Platano, which reawakens memories of authentic Mediterranean and Japanese flavours blended with influences from around the world. Bar Canova is a preferred place on Lake Como for sipping world-class cocktails matched with delicious snacks in a refined ambience. In the summer, the Sundeck, situated next to the floating pool, is the perfect spot for a light lunch while savouring a cocktail from the recently revised list. The hotel's amenities include the Beauty Center and Sporting Club with a heated indoor pool, a gym, sauna, steam room, squash court, a putting green, outdoor fitness equipment and 8 tennis courts. The famous floating pool on the lake is heated and there is a children's pool nearby. Davide Bertilaccio is CEO of Villa d'Este Hotels.



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Broad Arrow Auctions

Broad Arrow Auctions, a Hagerty (NYSE: HGTY) company, is a leading global collector car auction house. Founded in 2021 by highly experienced industry veterans, Broad Arrow offers exceptional quality cars to collectors and enthusiasts around the world. As the fastest growing auction house in its segment, Broad Arrow's flagship annual events include The Monterey Jet Center Auction, in conjunction with Motorlux in California, The Amelia Auction, as the official auction of The Amelia (Concours d'Elegance) in Florida, and The Porsche Auction, in conjunction with Air | Water by Luftgekühlt in California. Broad Arrow expanded its global footprint in 2023, with renowned car specialists joining the team in the UK and Europe. Broad Arrow is launching its first auction in Europe in May 2025 as the new official auction house of the Concorso d'Eleganza Villa d'Este in Italy. Learn more at broadarrowauctions.com and follow us on [Instagram](#), [Facebook](#), [LinkedIn](#), and [X](#).