



## MEDIA INFORMATION

26 MARCH 2026

# CONCORSO D'ELEGANZA VILLA D'ESTE 2026

**+++ Unique concours event will take place from May 15 to 17 2026 +++ All vehicle classes have been determined +++ BMW Group celebrates two world premieres +++ Special racing exhibition at Villa Erba +++ "Concorso d'Eleganza Villa d'Este Public Days" and "Amici & Automobili - Wheels & Weisswürscht Lake Como" remain a permanent fixture +++**

**Munich/Cernobbio.** From May 15 to 17, 2026, BMW Group Classic is organizing the legendary Concorso d'Eleganza Villa d'Este in cooperation with the luxury hotel Villa d'Este.

Around 50 of the most spectacular automobiles of their time will compete for the coveted trophies in the following competition classes, first and foremost the "Trofeo BMW Group – Best of Show", with which the top-class jury will select the overall winner of the Concorso d'Eleganza.

- Class A**      **Automotive Tailoring: The Decade of Opulence, 1924-1934**
- Class B**      **Future Couture: Dressed For Speed, 1935–1939**
- Class C**      **Viva Villa d'Este: Extravagant 1950s Style**
- Class D**      **"The Top Goes Down, The Price Goes Up": Selling Sunshine**
- Class E**      **They Earned Their Names: Enzo's Endurance Legends**
- Class F**      **Every Scratch Tells A Story: Ageing Gracefully Without Restoration**
- Class G**      **From Carnaby Street To The Autostrada: The Swinging GT Driver**
- Class H**      **The Pace Race: The Supercar Comes of Age**

Once again, spectacular concept cars from various manufacturers will be awarded prizes in their own traditional class.

**The Concorso d'Eleganza parade** on the terrace of the Villa d'Este luxury hotel will take place as usual on Saturday. In addition to the main prize "Trofeo BMW Group - Best of Show", all participants will compete with their vehicles for the respective class victories, the "Coppa d'Oro" audience award, presented by the Villa d'Este, and numerous other prizes, such as the "Trofeo del Presidente", which will be awarded by the Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este, Helmut Käs.

Jonas Kaufmann, star tenor and BMW Group Classic brand ambassador, will once again present the "Trofeo II Canto del Motore" for the best engine sound, chosen by the jury.



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**BMW ALPINA** was introduced in early 2026 as a manufacturer of automobiles for enthusiasts who appreciate the extraordinary. The traditional Concorso d'Eleganza Villa d'Este is the perfect setting for the independent, exclusive brand within the BMW Group. Following the presentation of the new word mark and the new brand emblem, BMW ALPINA will present itself directly to the public for the first time at Lake Como.

Once again this year, **BMW Motorrad** will present a spectacular vision vehicle at the Concorso d'Eleganza Villa d'Este that sets new standards in exclusive performance and modern design.

The celebrations of the already announced anniversaries will be complemented by the spectacular special exhibition "Touring Car Legends" on the occasion of "**40 Years of the BMW M3**". Not only legendary BMW M3 (E30) racing touring cars will be presented on the grounds of Villa Erba, but also the respective contemporary competition vehicles from the touring car scene. Racing drivers Johnny Cecotto (VEN), Emanuele Pirro (IT) and Roberto Ravaglia (IT) will be on site to recount anecdotes from their active time as BMW works drivers and answer visitors' questions. A corresponding "fan talk format" will be realized.

On Sunday, May 17, the "**Concorso d'Eleganza Villa d'Este Public Day - Il Festival**" will once again give the general public the opportunity to experience the Concorso d'Eleganza Villa d'Este vehicle parade. In addition, the events at Villa Erba will offer a wide range of entertainment for every age.

The "**Amici & Automobili - Wheels & Weisswüsch**" event format, which is well-known from Munich and also established on Lake Como, will once again be an integral part of the automobile weekend on Lake Como in 2026. On Saturday, May 16, car enthusiasts, automobile clubs and communities from all over the world will be on the grounds of Villa Erba with around 120 vehicles to show off their automotive highlights. The range of vehicles is huge, open to all brands and offers an interesting mix of different vehicles from various decades and concepts. The "40 years of the BMW M3" anniversary will also be honored here with a large number of vehicles on display. The areas by the lake will then become the BMW M3 meadow with all generations of the icon.

The "Trofeo BMW Group - Best of Show" winner will be presented with a special timepiece from **A. Lange & Söhne**: the unique 1815 CHRONOGRAPH in 18-carat white gold with a solid red gold dial and the hand-engraved red gold dial and the hand-engraved coat of arms of the Concorso d'Eleganza Villa d'Este on the hinged back. A. Lange & Söhne has been a loyal companion of the Concorso d'Eleganza Villa d'Este for 15 years. This long-standing partnership will be honored accordingly during the event.

**Broad Arrow Auctions**, driven by Hagerty (NYSE: HGTY), returns as the official auction partner of BMW AG for the prestigious Concorso d'Eleganza Villa d'Este, presenting over 70 of the world's most desirable collector cars for sale on 16-17 May 2026, with preview days taking place from Friday 15 May.

Early highlights for this premier collector car auction feature technological and design marvels of motoring history, including a 1929 Bugatti Type 43 Roadster by Eugène Matthis, a stunning 1926 Bugatti Type 37 Grand Prix and modern-era supercar heroes such as a 1990 Ferrari F40 and an iconic 2011 BMW M3 GTS. Full details of the sale, including available lots, can be found under <https://www.broadarrowauctions.com/events>.



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BMW Group Classic would like to thank its partners and sponsors **A. Lange & Söhne, Broad Arrow Auctions, Vranken Pommery Monopole** and **Schedoni Modena** for their support.

**Helmut Käs, Head of BMW Group Classic and President of the Concorso d'Eleganza Villa d'Este:**

"We can hardly wait for the event to start, the excitement grows every year as the Concorso d'Eleganza Villa d'Este draws closer. I can already promise that the field of participants at the Concorso will be spectacular. I am grateful to have a reliable partner at my side in the luxury hotel Villa d'Este, which together with the BMW Group sets new standards in organization year after year. I would also like to thank the loyal sponsors of the Concorso d'Eleganza Villa d'Este."

**Davide Bertilaccio, CEO Villa d'Este S.p.A:**

"In partnership with BMW Group Classic, we are proud to create an atmosphere where excellence comes naturally, where history continues to inspire innovation, and where every guest becomes part of a truly timeless and extraordinary experience. This is made possible thanks to the commitment and dedication of the Villa d'Este team, in close collaboration with the BMW team, as well as their meticulous attention to detail, which makes this event truly memorable. As the event draws closer, we are delighted to present to our guests the latest edition of the Concorso d'Eleganza Villa d'Este. More than a tribute to a distinguished tradition, it represents one of the most prestigious and longest-running Concours events in the world, a living celebration of craftsmanship, passion and cultural heritage."

**Tickets for "Amici & Automobili - Wheels & Weisswüsch" and the "Concorso d'Eleganza Villa d'Este Public Day - II Festival" can be purchased here:**

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

Stay informed on these channels:

Concorso d'Eleganza Villa d'Este App for iOS and Android (please download the latest version)

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

Instagram: [https://www.instagram.com/concorsodeleganza\\_vde/](https://www.instagram.com/concorsodeleganza_vde/)

BMW Group Classic Media Server für Downloads:

<https://bmwgroupclassic-downloads.com/Events/2026/>



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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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

[www.bmwgroup.com](http://www.bmwgroup.com)

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

YouTube: <https://www.youtube.com/bmwgroup>

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## Villa d'Este

Iconic 5-star luxury hotel located in Cernobbio on Lake Como, Villa d'Este has long been an international benchmark in luxury hospitality. Considered one of the finest examples of mid-16th-century architecture, transformed into a luxury hotel in 1873 and set within a 12-hectare park featuring trees, centuries-old statues, and colorful flowers, Villa d'Este has symbolized timeless elegance for over 150 years. The property offers 151 rooms and suites divided between the Cardinal's Building and the Queen's Pavilion, plus 4 private villas. Recently, Villa Belinzaghi was acquired and is currently undergoing a complete restoration. The culinary offering, led by Executive Chef Andrea Guerini, includes three experiences: the elegant Veranda with stunning lake views, serving classic-contemporary Italian cuisine with international influences; the Grill, for more informal meals highlighting grilled meats and seafood classics; and Ristorante Platano, which evokes authentic Mediterranean and Japanese flavors, fused with influences from around the world. Villa d'Este's wine cellar is renowned in Italy and abroad for its variety, quality, and exceptional wine heritage. Bar Canova is the lakefront destination for cocktails and light snacks in a refined setting, while the Sundeck, adjacent to the floating pool, offers a relaxed summer venue for light meals and cocktails pied dans l'eau. The hotel also features a Beauty Center and Sporting Club with an indoor heated pool, gym, sauna, Turkish bath, squash court, putting green, jogging path, and 8 tennis courts. The famous floating pool on the lake is heated, with a separate pool for children nearby. Completing the guest experience, the nearby Golf Villa d'Este - just a few kilometers from the property and set in a stunning landscape - offers one of Italy's most historic and iconic courses, celebrated for its charm, tradition, and technical quality.



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[www.villadeste.com](http://www.villadeste.com)

LinkedIn: <https://www.linkedin.com/company/villa-d-este-s-p-a/>

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### **Villa d'Este La Collezione**

Villa d'Este La Collezione is the brand that brings together the Group's finest properties, under the umbrella of Villa d'Este, a global benchmark in luxury hospitality. Launched in 2025 as a strategic evolution of the Group, Villa d'Este La Collezione currently comprises four prestigious destinations: Villa d'Este (Cernobbio, since 1873), Villa La Massa (Florence, since 1998), Palazzo Venezia (Como, December 2025), Miralago Luxury Apartments (Cernobbio, opening June 2026). La Collezione continues to enhance the Lake Como region through important future developments, including the restoration of Villa Belinzaghi, a 19th-century residence adjacent to Villa d'Este, which will be reimagined with a renewed offering in hospitality and dining. Leading the project are the Chairman of the Board of Villa d'Este S.p.A., Dr. Giuseppe Fontana, and the CEO, Mr. Davide Bertilaccio.