



CONCORSO D'ELEGANZA VILLA D'ESTE

dal
1929

December 20th, 2014

Dear Mr. Sutter,

The Concorso d'Eleganza Villa d'Este is one of the most iconic annual celebrations of historic automotive treasures.

BMW Group Classic has great pleasure in inviting you to submit an entry for next year's edition, which will take place from 22nd to 24th May 2015 and will continue our journey through our shared automotive heritage. The Grand Hotel Villa d'Este and Villa Erba in Cernobbio on the shores of Lake Como will again be transformed into a unique and exclusive setting where guests can admire the finest historic vehicles and motorcycles of their eras. A glimpse into the future is also guaranteed, since you will have an opportunity to admire the most extravagant concept cars and prototypes of tomorrow. An international jury will judge the historic automotive beauties and the historic motorcycles, as well as presenting the awards.

The 2015 Concorso d'Eleganza Villa d'Este will be dedicated to the glamour of the seventies with the Saturday evening devoted to this flamboyant and colourful decade!

One of the highlights in the grounds of Villa Erba in 2015 will include the Motorcycle Concours which is being held for the fifth consecutive year. In addition, we will be honouring works from the past for the benefit of all lovers of automobile art by showing selected oeuvres from the BMW Art Car collection. Another exciting topic for 2015 will be the 90th anniversary of the Rolls-Royce Phantom.

The tradition continues with approximately 50 Historic Cars being presented in nine classes at Villa d'Este on Saturday and at Villa Erba on Sunday. We can announce that the following classes have been provisionally defined with the final confirmation depending on registrations:

"Flamboyance in Motion"

Pre-war coachbuilt luxury

"Hollywood on the Lake"

Cars in which to make an entrance at Villa d'Este in the 1950s

"Anti-Depressants"

Pre-war sports cars which defied the Great Depression

"GT Man Has Arrived"

Front-engined '70s opulence

"Racing in the Rock'n'Roll Era"

1952 to 1969: the golden age of sports car racing

"How Fast is Fast Enough?"

Mid and rear-engined supercars from the disco era

"Phantom Story"

The Rolls-Royce Phantom through the ages

"Compact and bijou"

Beautiful things in little packages

"Gentlemens Racers"

Speed meets post-war style

BMW Group Classic would be honoured to welcome you to next year's Concorso d'Eleganza Villa d'Este. Please find enclosed the programme for 2015 and your application form.

We look forward to receiving your completed documentation by 30th January 2015.

Yours sincerely,

Ulrich Knieps
Head of BMW Group Classic
President of the Concorso d'Eleganza Villa d'Este