



CONCORSO D'ELEGANZA
VILLA D'ESTE
PATROCINATO DA
BMW Group

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Concorso d'Eleganza Villa d'Este 2011 with new event date and exclusive auction by RM Auction

Munich. No other automotive beauty contest worldwide can match the tradition and heritage of the Concorso d'Eleganza Villa d'Este. "We need to preserve this tradition but also build on it," explains Karl Baumer, President of the Concorso d'Eleganza Villa d'Este and Director of BMW Group Classic. "The paramount aim is to put on an exceptional weekend for the participants and visitors."

A new element of the Concorso this coming year will be an auction organised by RM Auctions. "We've been keen to integrate an auction into the event for some time now," says Baumer. "With its concept of putting fewer but higher-quality vehicles up for sale, RM Auctions underlines the essence of our Concorso. We're looking forward to this new partnership." Max Girardo, Managing Director of RM Europe, adds: "We are proud of the company in which we keep, including the joining of forces with BMW Classic to stage this idyllic weekend of automotive bliss."

Another change to the Concorso d'Eleganza Villa d'Este next year will be the date. Up to now the event's time-honoured place on the calendar has been the last weekend in April. In 2011, however, the Concorso will draw the crowds of automotive aficionados to Lake Como on 20 – 22 May. "The event has clashed with the major motor shows in Shanghai and Beijing on a number of occasions over recent years. So all those involved in the Concorso agreed that moving it back a few weeks could only be a good thing," says Dr Jean-Marc Droulers, President of Villa d'Este S.p.A., explaining the rescheduling.

Media representatives can find further information at www.concorsodeleganzavilladeste.com and www.press.bmwgroup.com. Please use the search term “Concorso”.

For accreditation follow the “Press” link at www.concorsodeleganzavilladeste.com.

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