



VILLA D'ESTE ENRICHES ITS ART COLLECTION BY ACQUIRING THE CAR THAT BEARS ITS
NAME: THE ALFA ROMEO 6C 2500 SS
COUPE' VILLA D'ESTE"

Cernobbio, May 23RD. 2011 – The Grand Hotel Villa d'Este was named "Best Hotel in the World" by FORBES TRAVELER in 2009. It holds yet another special distinction: it is the only one among the world's grandest hotels to have given the name to what is internationally recognized as one of the most prestigious car designs in the World: the Coupé "Villa d'Este" built by Touring in 1949 and technically, an Alfa Romeo 6C 2500 SS.

The prototype was presented at the Concorso d' Eleganza Villa d'Este in 1949 and won the Coppa d'Oro Villa d'Este Prize by public referendum. From that very moment it was considered a masterpiece of automotive design and is still today coveted by collectors the world over. Touring made 25 units and they were named after the event that consecrated them to future memory and lasting beauty: "Coupé Villa d'Este".

The car re-entered 'hallowed grounds' on May 20, 2011, when it was added to the hotel's extensive collection of art and historical artifacts. It will sit on the shores of Lake Como, where it complements the history, beauty and the so-called 'Villa d'Este Style" of the renowned hotel. This commitment to making tradition live on in the present without losing sight of the future is what has allowed Villa d'Este to stand out from the crowd for over a century.

Please visit our sister Hotel in Florence, Villa La Massa www.villalamassa.com

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Villa d'Este S.p.A. Capitale Sociale € 2.157.094,16 r.e.a. di Como n° 4720 cod. fisc. e part. Iva 00192900132



About the Concorso d'Eleganza

The Concorso d'Eleganza Villa d'Este has been established in 1929 which makes it the longer lasting such event for the exhibition of the most glamorous one-off-bodied cars.

The event, re-launched in 1995 by Jean-Marc Droulers, CEO of the Villa d'Este, takes place yearly on the shores of Lake Como; another unique feature is that cars are appraised both by the Jury through the Best of Show Award and by public referendum through the award "Coppa d'Oro Villa d'Este".

The average fifty cars selected to the Concours result from a very tight selection of several hundred applications. Since year 2000 the event is patronized by BMW Group with which Villa d'Este shares the ambition to enhance to the best world level an event that celebrates automobile history, tradition and beauty, alongside with the evolution of design through the showcasing of concept cars and prototypes.

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