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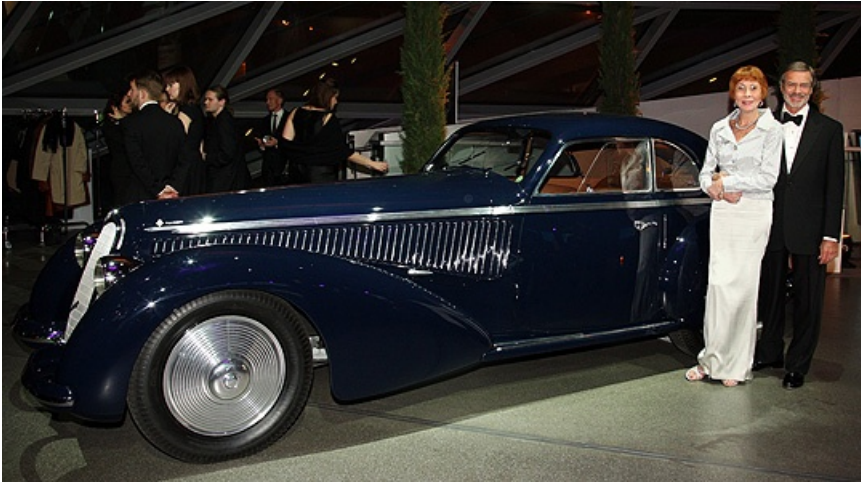
## The Louis Vuitton Classic Awards 2009/10

03 March 2010 | Classic Driver



**The BMW Museum in Munich was the venue for one of the automotive industry's most prestigious awards ceremonies. Held on the eve of the Geneva motor show, the winners were...**

...well, before we come to that, a few short words on the awards themselves. Every year since 2005, the famous French design house has recognised excellence in the closely related fields of **Classic Concours**, for historic cars, and **Classic Concept**, an award presented to a modern designer making the most significant contribution to the styling of today's cars.



So, the **Louis Vuitton Classic Concours Award** is given to a **Best of Show** winner at one of the world's most prestigious automobile *concours d'elegance*, and the **Louis Vuitton Classic Concept Award** is presented to a modern concept car that has the potential to win one of the major *concours d'elegance* in 40 years' time.

The illustrious jury, chaired by **Christian Philippsen**, convened at the **2009 Frankfurt motor show** to decide which two cars would be most worthy of awards. After much deliberation, it was decided that the **Louis Vuitton Classic Concours Award 2009/10** would go to **American Jon Shirley's Alfa Romeo 8C 2900 B Touring *Berlinetta***.



The modern, **Louis Vuitton Classic Concept Award 2009/10** was presented to **Adrian Van Hooydonk, Design Director of BMW**, for the **BMW Vision EfficientDynamics**.

"A vehicle can both take the current sustainable mobility concerns into consideration and seduce," said **Christian Philippsen**.



"The proof? The breathtaking **BMW Vision EfficientDynamics**. Its entwined lines are good for a Cx of 0.22 and its avant-garde technology delivers a mileage of over 25km/litre with an acceleration of 0-100km/h in less than four seconds. Everything is [a] pleasure inside the luminous cockpit and at the wheel of this thoroughbred!"

*Text: Steve Wakefield*

*Photos: Louis Vuitton*

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