

# CLASSIC DRIVER

## [RM at Villa d'Este 2011](#)



**Winner takes all: starting next year, RM Auctions will become the officially appointed auction house at the world-famous Concorso d'Eleganza Villa d'Este. The first RM 'Eccellenza e Belleza' sale will be held next May at the Villa Erba on Lake Como.**

**Max Girardo, Managing Director of RM Europe**, announced the decision at the company's [October sale in London](#). Ontario-based **RM** will cooperate with **BMW Group Classic**, long established patron of the premier Italian event, and the **Grand Hotel Villa d'Este** to become part of the famous **Concorso d'Eleganza**. **BMW Group** selected its **Villa d'Este** auction partner with care. As **Karl Baumer**, head of **BMW Welt**, commented: "With its strategy to auction only a few cars of very high value, **RM** corresponds to the spirit of the **Concorso**. We are therefore very excited about this partnership."

At **BMW's** request, the **2011 Concorso d'Eleganza Villa d'Este** will take place four weeks later than usual in order to avoid clashing with the important motor show in **Beijing**. The first RM auction '**Eccellenza e Belleza al Concorso d'Eleganza Villa d'Este**' will be held at the beautiful **Villa Erba, Cernobbio, Italy** on Sunday 22 May 2011.

Text: [Classic Driver](#)

Photos: *BMW Group*

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