



VILLA D'ESTE  
STYLE



ONE LAKE  
ONE CAR



# VILLA D'ESTE STYLE - ONE LAKE, ONE CAR

JUNE 1, 2024

Villa d'Este and Lake Como celebrate the legendary Alfa Romeo 6C 2500 SS Villa d'Este in an exclusive event, now in its 13th edition.

## A TRADITION THAT RENEWS ITSELF EVERY YEAR



The now traditional event "Villa d'Este Style - One Lake, One Car" has reached its 13th edition.

Every year, Villa d'Este dedicates an entire day to this unique and special car model, which bears its own name.

It all began back in 1949, when at the Villa d'Este Concorso d'Eleganza, the Alfa Romeo 6C 2500 SS 3rd Series Coupé by Touring amazed everyone with its charm, which continues to captivate attention. Between 1949 and 1952, 32 "Villa d'Este" cars were built in Milan by Alfa Romeo and Carrozzeria Touring; today, less than twenty are known to exist.

## UNIQUE CARS IN AN EXCLUSIVE LOCATION

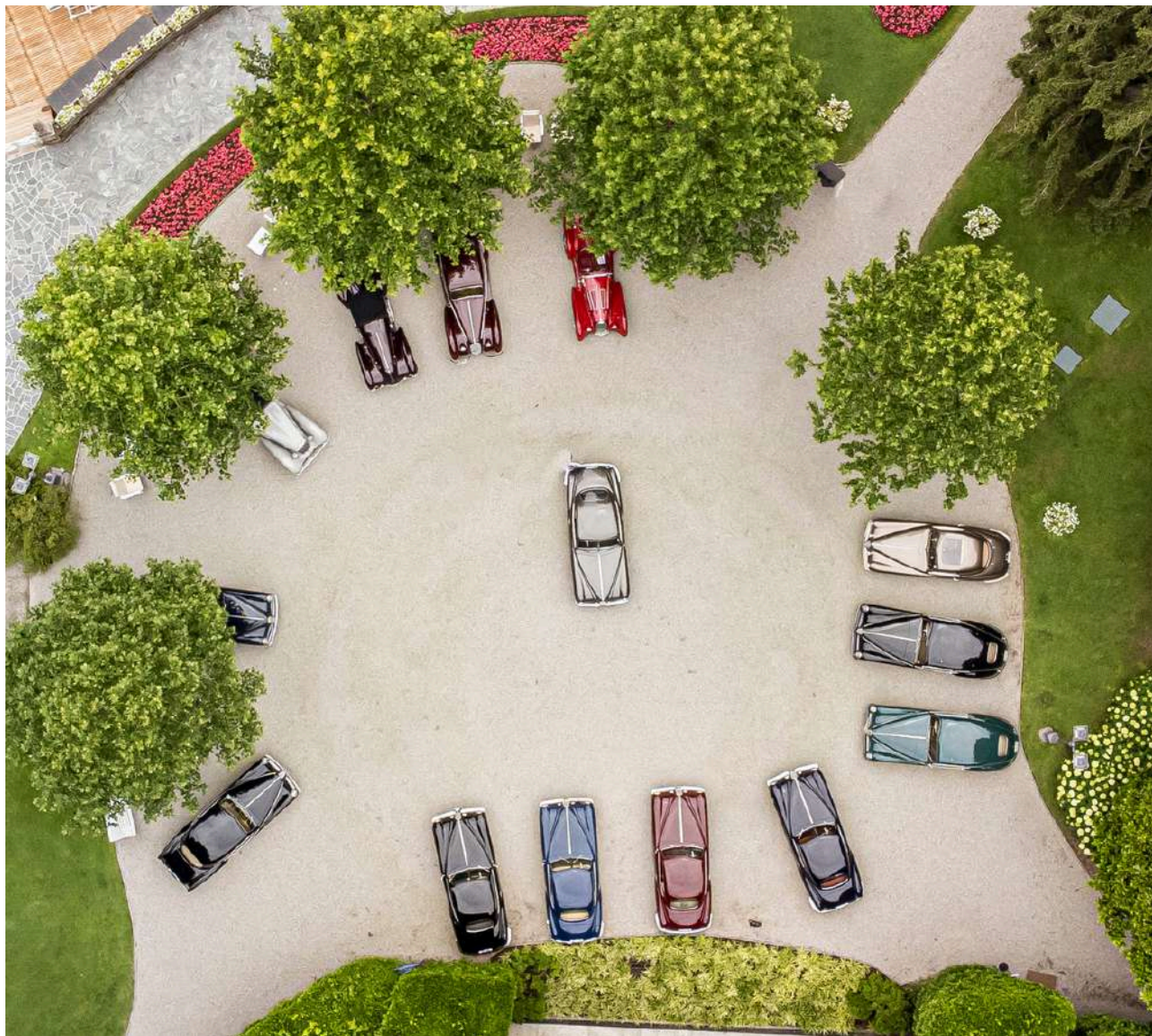
The unique backdrop of the Villa d'Este hotel in Cernobbio will host some of the famous Alfa Romeo cars bearing the same name, accompanied by a careful selection of vehicles from various series of the "6C" line.

The event will be a journey to discover the Alfa Romeo myth and more.

The spirit of the program aims to contribute to the spread of the culture of beauty, authenticity, and elegance, of which the Villa d'Este hotel is an emblem in Italy and around the world.



AN EVENT IN COLLABORATION WITH RIAR,  
THE ITALIAN ALFA ROMEO REGISTER



For the 2024 edition, Villa d'Este renews its collaboration with friends from RIAR, the Italian Alfa Romeo Register: the gathering at Villa d'Este on June 1st will serve as a prologue to the "RealAlfa" Concorso d'Eleganza, which will take place the following day at the Alfa Romeo Museum in Arese.

In this way, Villa d'Este, the place where Carrozzeria Touring presented the eponymous Coupe, celebrates the series of "6C" models born in 1927 with the 6C 1500 and ending in 1952 with the last 6C 2500, making an essential contribution to the success of the Italian automobile worldwide.

# PROGRAM OF THE EVENT

## SATURDAY, JUNE 1, 2024

**10:30 am:** Arrival of participants at Villa d'Este and car exhibition at Terrazza Platani.

**1:00 pm:** Lunch at the Grill restaurant at Villa d'Este.

**4:00 pm:** Departure towards the Alfa Romeo Museum in Arese (MI).

*The schedule is indicative and subject to change depending on weather conditions.*



## PARTICIPATION FEE

The cost to participate in the event is **€150 per person**, which includes the aperitif and lunch at the Grill restaurant at Villa d'Este.





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For information and reservations, please contact [marketing@villadeste.it](mailto:marketing@villadeste.it)

In collaboration with R.I.A.R.

