

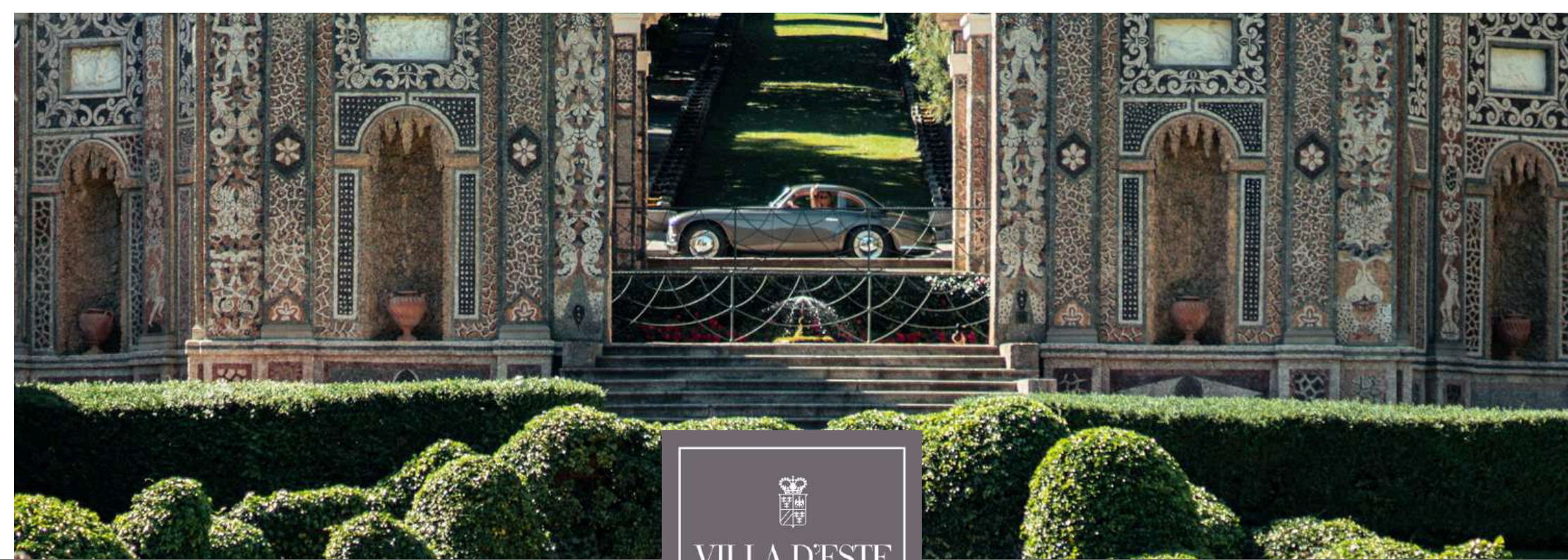


VILLA D'ESTE  
STYLE



ONE LAKE  
ONE CAR





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

MAY 4, 2025

Villa d'Este and Lake Como celebrate the legendary  
Alfa Romeo 6C 2500 SS Villa d'Este  
at an exclusive event now in its 14th edition



## HONORING A LEGEND, YEAR AFTER YEAR



The now traditional event "Villa d'Este Style - One Lake, One Car" has reached its 14th edition. Every year, Villa d'Este dedicates an entire day to this unique and special car model, which proudly bears its name. It all began back in 1949, when at the Concorso d'Eleganza Villa d'Este, the Alfa Romeo 6C 2500 SS 3rd Series Coupé by Touring captivated everyone with its charm - an allure that remains undeniable to this day. Between 1949 and 1952, Alfa Romeo and Carrozzeria Touring built an additional 31 units in Milan, all of which were named "Coupé Villa d'Este." Today, fewer than 20 of them are known to still exist.



## UNIQUE MODELS IN AN EXCLUSIVE LOCATION

The stunning backdrop of Villa d'Este in Cernobbio will host some of the legendary Alfa Romeo cars that share its name, alongside a carefully curated selection of luxury and sports cars from the same era.

The event is a journey into the legend of Alfa Romeo - and beyond.

At its core, the program aims to promote the culture of beauty, authenticity, and elegance, values that Villa d'Este embodies both in Italy and around the world.



## 1950S ATMOSPHERE



In addition to the Alfa Romeo 6C 2500 SS Villa d'Este, other prestigious automobiles from the same era will be present, recreating the ambiance of Villa d'Este in the 1950s - when guests would arrive in style, driving these iconic cars to Cernobbio.

The selection will not be limited to Alfa Romeo models; luxury and high-end sports cars from the late 1940s to the 1950s will also be carefully chosen to take part in the event.



# EVENT PROGRAM

**SUNDAY, MAY 4, 2025**

**10.30 am:**

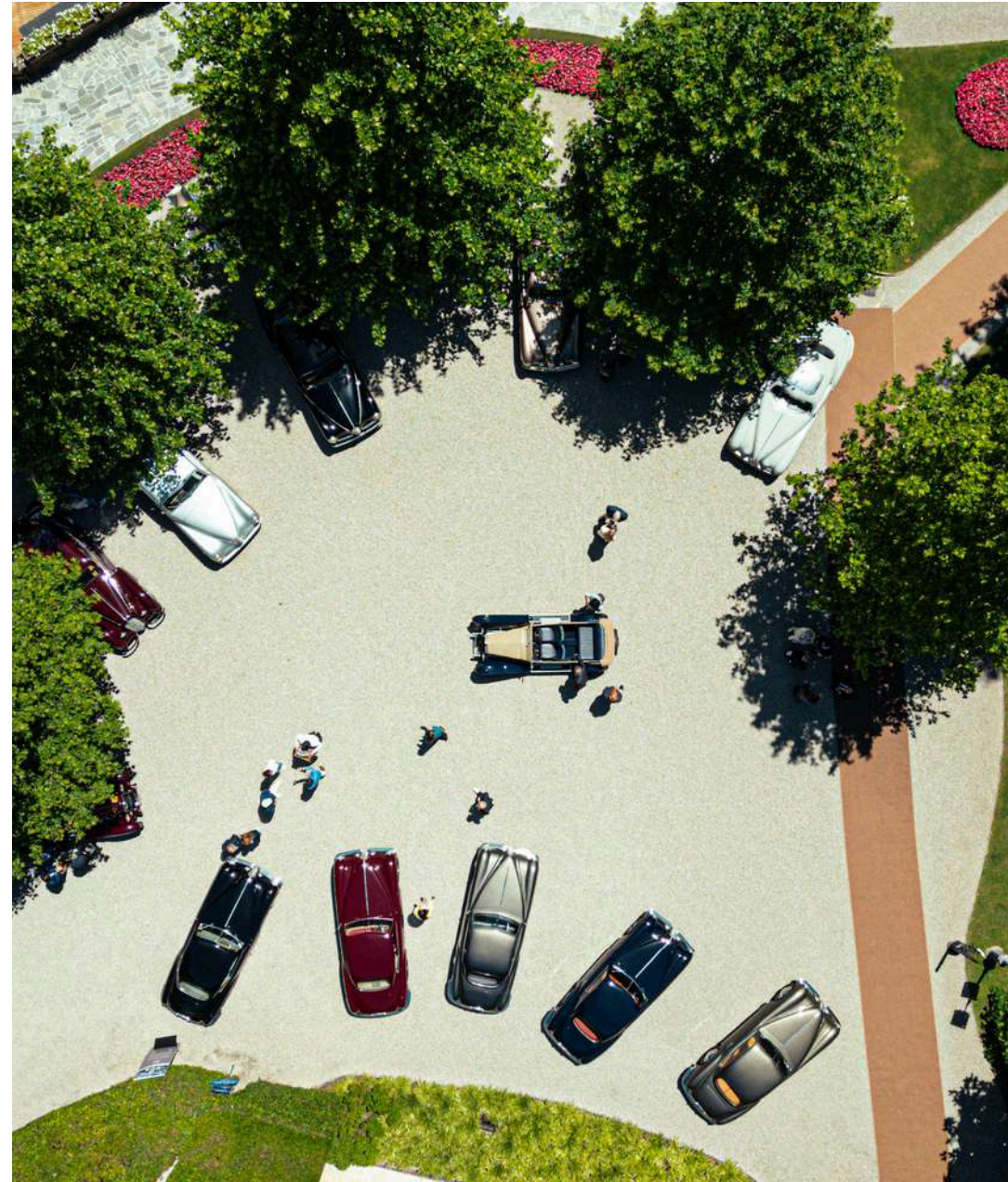
Arrival of participants at Villa d'Este.

**1.00 pm:**

Lunch at the Grill restaurant of Villa d'Este.

**Throughout the day:** exhibition of the cars on our Terrazza Platani.

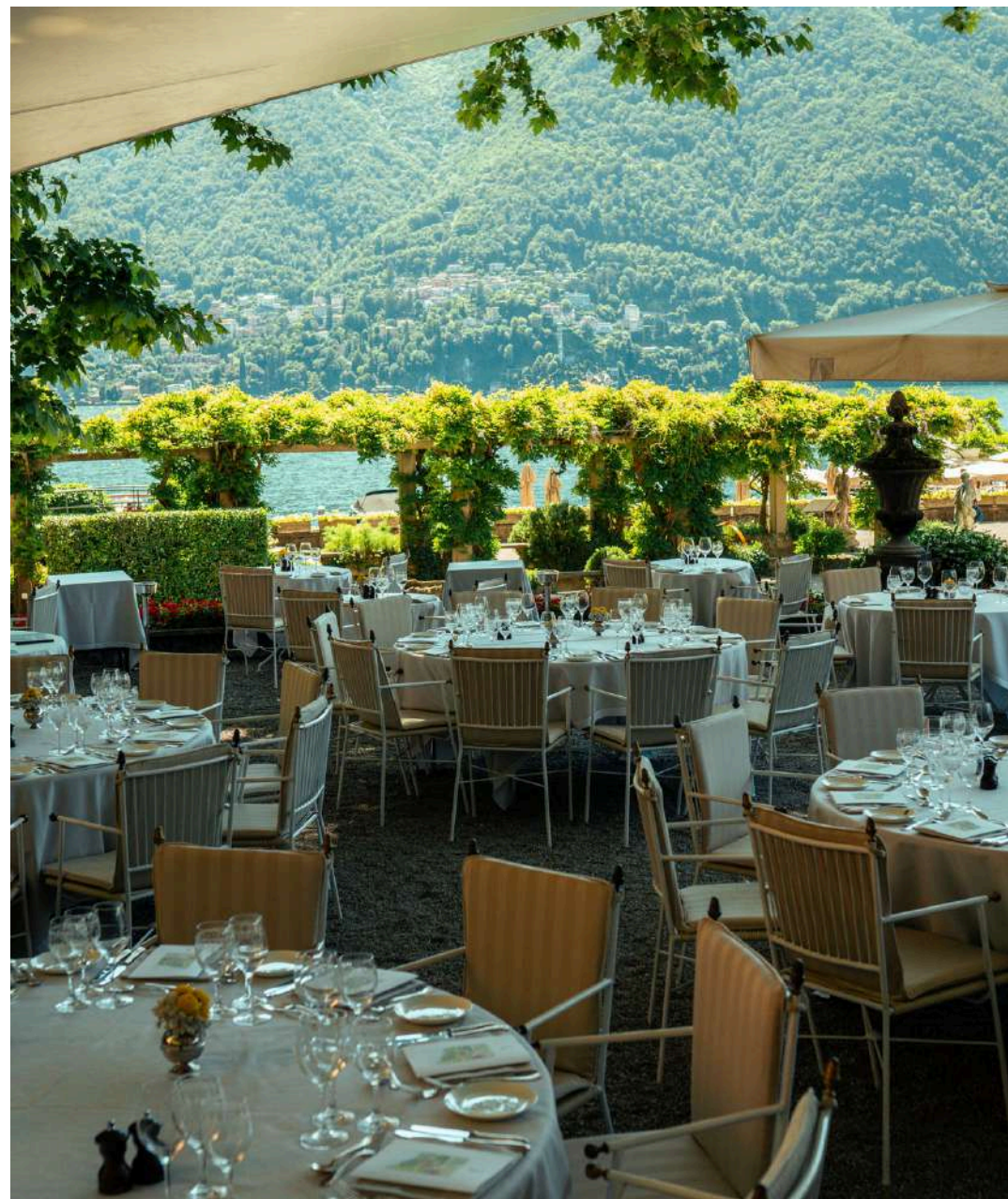
*The program is subject to change based on weather conditions.*



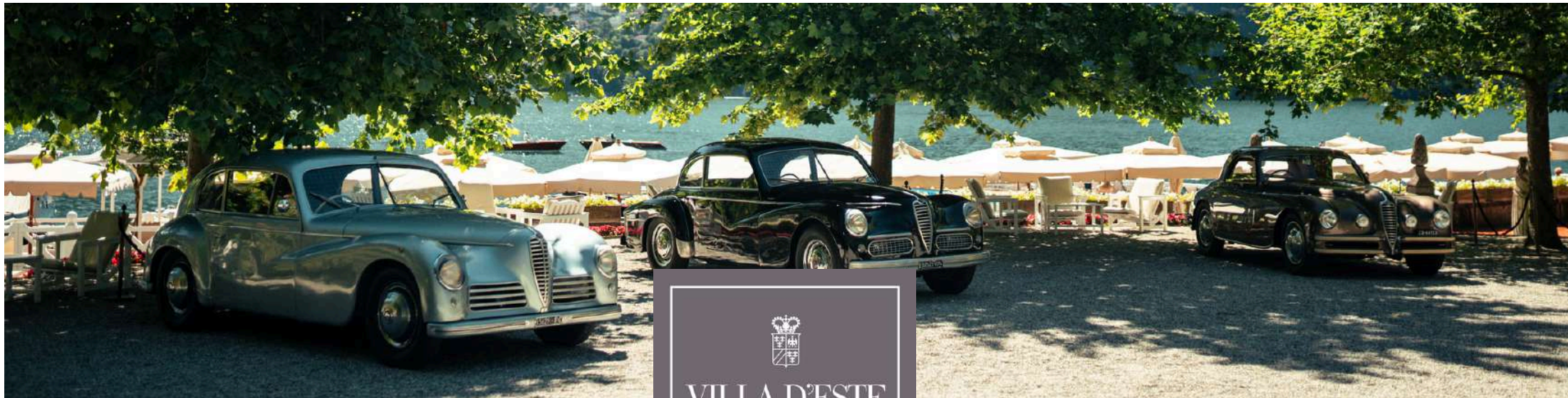


## PARTICIPATION FEE

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







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

**Villa d'Este**

Via Regina, 40 - 22012 Cernobbio - Lake Como - Italy  
Tel. +39 0313481 | [info@villadeste.it](mailto:info@villadeste.it) | [www.villadeste.com](http://www.villadeste.com) |  villadestelakecomo