



PRESS RELEASE

St. Moritz, December 20th 2010

18th British Classic Car Meeting St. Moritz

Rallye course revealed, Jaguar as new main sponsor

The 18th edition of the British Classic Car Meeting will be held in St. Moritz from July 8th - 10th, 2011. The Rallye features last year's originally planned course which then had to be changed due to road closures in Italy just days before the event. In 2011, the traditional classic car meeting will finally introduce the course from St. Moritz, crossing the Bernina Pass to Livigno, Bormio (Italy) and back to the Engadine. Presented by the new main sponsor: Jaguar.

A record number of participants, an exceptional top-class field of classic automobiles, many enthusiastic spectators alongside the course and at the Concours d'Elégance, as well as the most beautiful weather possible for the entire weekend. Last year's edition of the British Classic Car Meeting in St. Moritz was a total success. The success came despite some last minute changes to the course due to conflicting settings by the Giro d'Italia for women. Many of the participants were highly delighted by the alternative route to Chiavenna (Italy) that was chosen by the organiser. In summer 2011, it is now the turn of the originally planned "La-Drossa-Rallye" to mark the event's history.

Rallye course to Bormio (Valtellina, Italy)

On July 9th, the 18th edition of the BCCM will start in St. Moritz, continue through neighboring Italy and come back to the Engadine. Highlights alongside the road: the famous Bernina Pass which has been a legendary location in the scene of automobile racing for over 80 years, Livigno as a popular winter resort and wellknown duty free village, Bormio as the capital of the Alta Valtellina where the Alpine Ski World Championships were held in 2005, and magnificent landscapes along the Valle del Braulio or over the Umbrail Pass. The race will cover a total distance of 204 kilometers and the participating cars will be split in two groups. On Sunday, the traditional Concours d'Elégance will be held on Via Serlas in St. Moritz Dorf where all cars will be on display. An expert jury will rate and award the most attractive and best restored automobiles, announcing the winners at 1.30pm.

Jaguar as new main sponsor

The traditional British brand name of Jaguar, which celebrated its 75-year anniversary in 2010, will become the future main sponsor of the meeting. Over the years Jaguar has built some of the world's most iconic cars; the XK120, introduced in the late 1940s, was an instant sensation and the most glamorous sports car of the period; the C Type and D Type race cars that followed, dominated motor racing in the 1950s; the E-Type, launched in the heady 1960s, has been called the most beautiful car ever built and it defined a whole generation. Sports cars have always defined Jaguar, but the Company has also built some of the Industry's most memorable sedans, such as the Mark II in the early 1960's and the renowned XJ range. Many of these models can be admired every year at the British Classic Car Meeting St. Moritz.

Contact for interviews and statements

Vic Jacob, OC-President BCCM St. Moritz
vjacob@suvrettahouse.ch
Tel. +41 (0) 818 36 36 36

Media Relations

Spot Werbung AG
Fabrizio D'Aloisio
fabri@spotwerbung.ch
Tel. +41 81 837 30 80
Fax +41 81 837 30 85

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Sports program 2011Friday July 8th 2011

7 pm

Official opening of the 18th BCCM St. Moritz 2011.
(Location to be announced later)

Saturday July 9th 2011

8 am

Badrutt's Palace Hotel: Start of the La-Drossa Rallye.
Half-minute start divided into group A and B.

Total distance: 204 km.

Sunday July 10th 2011

9.30 am

Setting up of cars, Via Serlas, St. Moritz Dorf.

11 am

Concours d'Elégance: Beauty contest award.

1.30 pm

Awards ceremony of Concours d'Elégance.

- Program subject to change –

About the British Classic Car Meeting St. Moritz

The British Classic Car Meeting St. Moritz - BCCM is the traditional highlight for friends of classic British cars. It combines elegance and class in the breathtaking Engadine Alpine landscape. Around 150 British old-timers and classic cars from the makes of Rolls-Royce, Bentley, Aston Martin & Lagonda, Jaguar & Daimler, Austin-Healey & Healey have met in St. Moritz every July since 1994 to take part in outings, reliability tests (Rallye) and the Concours d'Elégance. Other pre-1960 British cars are invited in a limited number to take part in the British Classic Car Meeting St. Moritz in the Open Class. The list of interesting classic cars at the BCCM thus becomes even more attractive.

www.bccm-stmoritz.ch