

PRESS RELEASE

St. Moritz, 17 April 2013



20. British Classic Car Meeting St. Moritz

Anniversary edition with "Horseshoe Challenge"

The British Classic Car Meeting St. Moritz will be held from 11 to 14 July 2013 and celebrates this year's 20-year anniversary with an additional hill climb. The organization committee has now officially announced the exact route: participants await the challenge of competing on the regularity section called "Horseshoe Challenge" of Celerina alongside the bobsleigh run to St. Moritz.

Monte Carlo has the "Loews curve", St. Moritz the "Horse Shoe". The former being the hairpin curve of the Formula 1 circuit on the Côte d'Azur. The latter being the famous horseshoe curve of the Olympic bobsleigh run St. Moritz-Celerina. Where top bobsleigh athletes compete at breakneck speeds up to 140 km/h in winter, the participants of this year's already fully booked 20th BCCM St. Moritz will fight for the hill climb victory on Friday, 12 July. The "Horseshoe Challenge" is all about consistency. The winner is not the fastest, but the object is to finish the route twice within the same time. The challenge starts in Celerina, slightly below the Bobhaus, and finishes at the Hotel Bären in St. Moritz Dorf. Spectators will enjoy an ambiance of sparkling competitions with some of the finest British classic cars of all times, right in the centre of Engadine's Alpine metropolis.

Traditional rallye on Saturday, Concours d'Elégance on Sunday

As in previous years, the traditional rallye is being driven on Saturday. The "Anniversary mountain-pass rallye" offers spectators three different stages on the route: start and finish in St. Moritz, the stages lead over the passes Albula, Julier and Maloja. The rallye starts at the parking area of the Olympic jump St. Moritz where a large tent will serve as the event's meeting point. The popular Concours d'Elégance in the St. Moritz village centre will be the closing act of the anniversary edition on Sunday, where a jury will award the most beautiful classic cars that have been exhibited along the Via Serlas.

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Special exhibition at the St. Moritz Design Gallery

The local photographer Patrick Blarer has captured the BCCM St. Moritz from a different perspective for several years. He created a series of black and white images that immerses the viewer into the fascinating world of British automotive art. The images are on display from the beginning of June in the St. Moritz Design Gallery, which is a cultural enhancement to the Serletta parking garage between the railway station, lake and Palace Hotel. The pedestrian passageway from Badrutt's Palace Hotel to the lake has 35 large illuminated glass showcases, in which several exhibitions of particularly valuable posters are displayed every year.

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Sports programme 20th British Classic Car Meeting St. Moritz 2013

Thursday 11 July 2013

- From 3pm: registration of participants
- Individual fish and chips dinner in various St. Moritz restaurants

Friday 12 July 2013

- Hill climb "Horseshoe Challenge" with joint lunch
- Welcome aperitif and drivers' briefing for the rallye

Saturday 13 July 2013

- Anniversary mountain-pass rallye
- Gala dinner with awards ceremony at the Suvretta House

Sunday 14 July 2013

- Concours d'Elégance: beauty contest with expert judges
- Awards ceremony

About the British Classic Car Meeting

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 world. 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, regularity rallye and the

Concours d'Elégance. A limited number of other pre-1960 British cars are invited 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