

CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026

THE CONCOURS OF ELEGANCE GERMANY 2026
GUT KALTENBRUNN – LAKE TEGERNSEE
JULY 4TH & 5TH 2026

“AN EXTRAORDINARY CELEBRATION OF AUTOMOTIVE EXCELLENCE,
DESIGN, AND LUXURY LIFESTYLE.”



OFFICIAL
FERRARI DEALER
EMIL FREY SPORTIVC



LAMBORGHINI MÜNCHEN



DÖRR GROUP





CONTENTS

An Invitation	[3]
Shaping the Future of Elegance	[4]
Key Facts & Highlights	[5]
Why Concours of Elegance Germany?	[6]
The Tour of Elegance	[7]
Where Luxury Brands Meet Their Audience	[8]
The Itinerary	[9]
The Awards	[10]
The Venue – Gut Kaltenbrunn	[11]
Global Interest	[12]
Our Partners	[13]
Get in Touch	[14]



AN INVITATION

It is with great pride and excitement that we invite you to join us for the third edition of the Concours of Elegance Germany, taking place on 4th & 5th July 2026 at the breathtaking Gut Kaltenbrunn on the shores of Lake Tegernsee.

Over the past two years, we have established one of Germany's most prestigious lifestyle events; a celebration of heritage, design, craftsmanship, and luxury that transcends the boundaries of traditional automotive gatherings. What began as a bold vision has evolved into a world-class platform where extraordinary brands meet extraordinary people.

The first two editions have laid a powerful foundation. We welcomed 5,000 highly curated guests, showcased 130 of the world's rarest automobiles, and created an environment where UHNWIs, collectors, cultural leaders, and luxury brands came together for an experience like no other. From the exclusive hospitality curated by Feinkost Käfer to the spectacular Bond Straße Luxury Showcase and the RM Sotheby's Auction, the Concours has already made its mark on the international stage.

Now, for 2026, we enter the next chapter. Our ambition is clear: to establish the Concours of Elegance Germany as one of the most significant global celebrations of automotive excellence, lifestyle, and luxury.



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026

SHAPING THE FUTURE OF ELEGANCE



“When we first brought the Concours of Elegance to Germany, our vision was clear to create more than just an event. We set out to establish a destination where automotive icons, luxury brands, and cultural leaders could come together to celebrate excellence, craftsmanship, and innovation”.

After two exceptional editions, I am proud of what we have achieved. We have built a platform where heritage meets modern luxury, where timeless masterpieces stand alongside contemporary icons, and where influential people from across the globe come together to connect, inspire, and create lasting relationships.

Now, in 2026, we begin the next chapter. The third edition promises to be our most ambitious yet with a curated selection of the world’s most extraordinary automobiles, immersive brand activations, unforgettable hospitality, and the celebrated Tour of Elegance.

This is an opportunity to align with one of Europe’s leading stages for luxury, culture, and lifestyle storytelling. Together, we can create extraordinary experiences, reach the most influential audiences, and define the future of elegance.

A handwritten signature in black ink, reading 'James'.

James Brooks-Ward
CHIEF EXECUTIVE, THOROUGH EVENTS



KEY FACTS & HIGHLIGHTS

Concours of Elegance Germany: At a Glance

- Dates: **4th & 5th July 2026**
- Location: **Gut Kaltenbrunn**, Lake Tegernsee
- **5,000+** guests, UHNWIs, collectors, and key decision-makers
- **130** exceptional automobiles, concours masterpieces & curated hypercars
- **30+** premium partners across luxury, automotive, fashion, finance, and design
- **RM Sotheby's Auction**, rare collectibles attracting international attention
- **Bond Straße Luxury Showcase**: exclusive lifestyle brand experiences in the historic Rinderstall
- **Tour of Elegance**, a four-day collector journey curated by Christian Geistdörfer
- Hospitality by **Feinkost Käfer**: private dining, gala dinners, and curated lounges
- Global media coverage: **BUNTE, Magneto, Classic Driver, Octane**



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026



WHY THE CONCOURS OF ELEGANCE GERMANY?

The event takes place at Gut Kaltenbrunn am Tegernsee, located in one of Germany's most affluent regions. The area is not only breathtaking in terms of natural beauty, but also home to some of the country's most significant private wealth – making it the ideal backdrop for curated networking and meaningful client engagement.

Our 2025 partners included:

- Sotheby's International Realty Munich
- Ferrari, Lamborghini, Koenigsegg
- A. Lange & Söhne
- RM Sotheby's

Hospitality by Feinkost Käfer to UHNW individuals from Germany, Switzerland, and beyond. Over 5,000 visitors, 95 press representatives, and 780 invited hospitality guests, the event is tightly curated and quality-controlled to ensure relevance for every brand involved.



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026



THE TOUR OF ELEGANCE

Before the main Concours weekend, a select group of collectors embarks on the Tour of Elegance, an exclusive four-day journey through Bavaria and the Austrian Alps, curated by Christian Geistdörfer, one of Germany's most celebrated rally legends. The tour blends driving pleasure, cultural discovery, and curated hospitality into an unforgettable experience:

- 25 exceptional automobiles
- Private access to hidden destinations and exclusive venues
- Michelin-level culinary highlights
- Intimate networking with collectors and luxury partners

For partners, the Tour of Elegance offers unique engagement opportunities with high-value guests ahead of the Concours — allowing brands to connect personally with decision-makers and passionate collectors.



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026



WHERE LUXURY BRANDS MEET THEIR AUDIENCE

The Concours of Elegance Germany is more than an event: it is a luxury influence platform. Across two immersive days, the world's most discerning guests experience:

- Product launches in a curated environment
- Immersive activations tailored for deep storytelling
- Direct access to UHNW collectors, investors, and cultural tastemakers
- Cross-brand networking among leaders from automotive, fashion, finance, and lifestyle sectors

Bond Straße: A Stage for Luxury

Inside the historic Rinderstall, Bond Straße offers a boutique-style showcase where luxury brands present their latest collections, exclusive launches, and immersive experiences — designed to inspire, connect, and captivate our audience.



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026



SATURDAY 4TH JULY

VIP & CONOURS CAR PARADE DAY

Grand Arrival On Owners' Day

Fifty of the world's finest cars, spanning over 100 years, parade in procession before taking their places at Gut Kaltenbrunn. A unique chance to see and hear these remarkable vehicles in motion.

Best of Show Parade

The Best of Show Award, chosen by participants, celebrates automotive passion and artistry.

Car Club Displays

Leading car clubs will display a rare selection of luxury and performance cars on the grounds of Gut Kaltenbrunn.

SUNDAY 5TH JULY

SPECIALIST CONOURS & DECADE AWARDS DAY

Concours Decade Awards

A collection of the best cars from the 1920s to today, honouring automotive excellence across the decades.

Thirty Under 30 Concours

An event for young enthusiasts under 30, showcasing cars from 1900 to 1999.

Ladies Concours

Thirty rare and exotic cars, all owned by women, will drive around Lake Tegernsee before joining the Concours.

Junior Concours

A celebration of half-scale pedal, electric, and petrol-powered cars for young collectors.

Car Club Displays

Another selection of luxury and performance cars will be on display.

Grand Depart

Fifty rare cars start their engines and depart as spectators wave goodbye to another unforgettable year.



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026

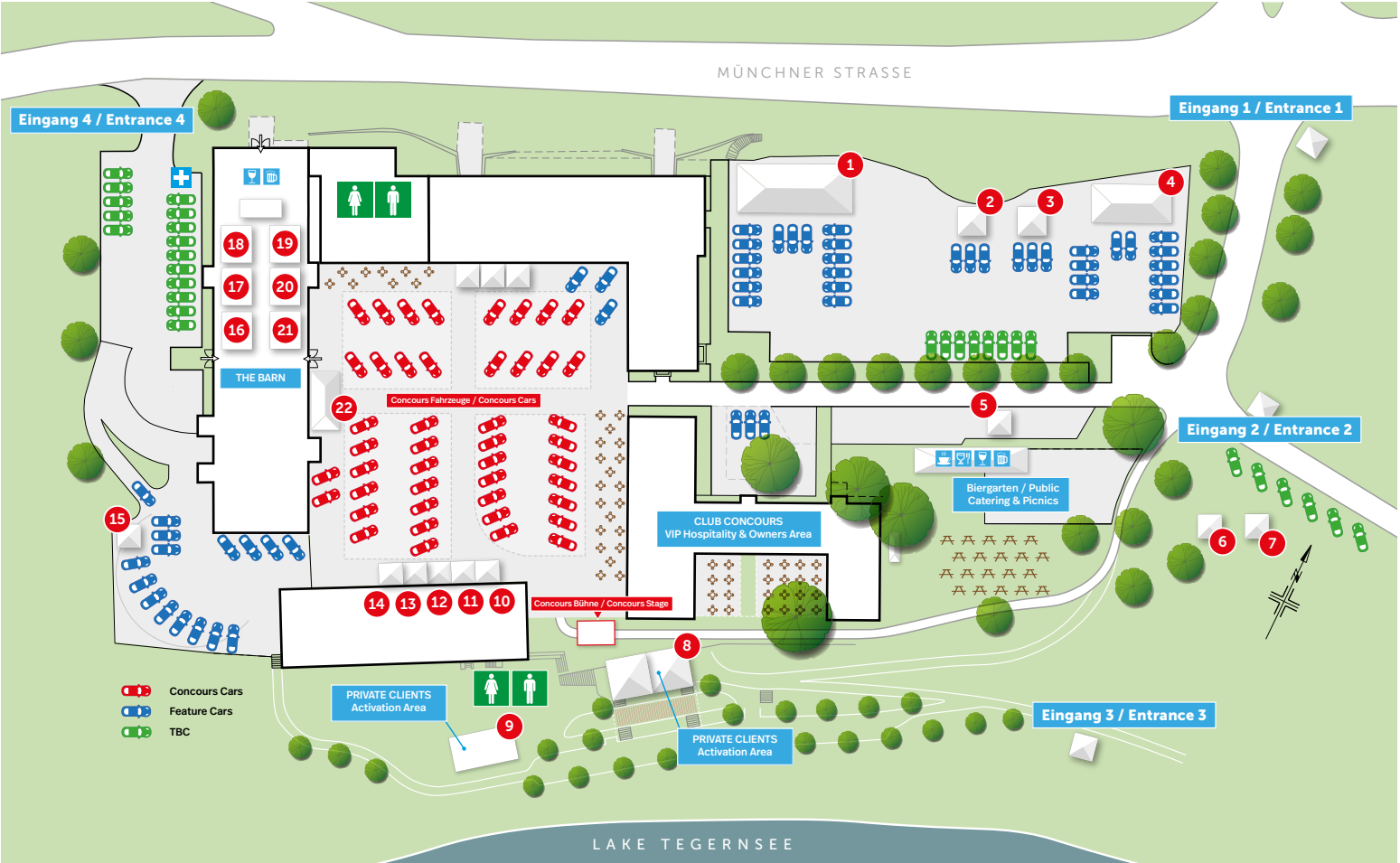


THE AWARDS

Classes that were curated and crowned included:

- Best in Show Award1932 Austro Daimler Bergmeister
- Chairman’s Award 1939 Talbot-Lago T23 Baby Cabriolet by Chapron
- Decade Award 1920’s..... 1929 Mercedes-Benz 710 SS Roadster by Corsica
- Decade Award 1930’s.....1936 Horch 855
- Decade Award 1940’s..... 1949 Talbot-Lago T26 Grand Sport Coupé by Barou
- Decade Award 1950’s.....1956 AC ACE Bristol
- Decade Award 1960’s..... 1960 Maserati 3500 GT Convertible Vignale
- Decade Award 1970’s.....1976 Lamborghini Countach LP 400
- Decade Award 1980’s & Onwards1980 Ferrari 312 T5
- Ladies Concours..... 1965 Austin Healey Mark III
- Emerging Collectors..... 1978 Porsche 911 Turbo 3.3 Litre Ex-Press Car
- Junior ConcoursJeep Willy*s 2022 (inspired by 1945 edition)
- Grand Prix Class..... Alfa Romeo P3
- Chapron Class.....1931 Delage D8 S Cabriolet





A GLOBAL STAGE FOR AUTOMOTIVE
& LIFESTYLE EXCELLENCE

The Concours of Elegance Germany is part of the Thorough Events portfolio, delivering world-class lifestyle experiences across the globe:

- [Concours of Elegance Hampton Court \(UK\)](#)
Widely regarded as one of the top three concours events worldwide.
- [London Concours \(UK\)](#)
A vibrant luxury automotive celebration in the heart of the City of London.
- [Royal Bahrain Concours \(Bahrain\)](#)
A unique showcase of design, craftsmanship, and innovation for international collectors.
- [Concours of Elegance Germany \(Germany\)](#)
A celebration of automotive excellence, design, and luxury lifestyle.





















Through this global network, our partners gain unmatched visibility, cross-marketing opportunities, and access to an exclusive ecosystem of UHNWIs and cultural leaders.

Our events are attended by owners from around the world.

- | | |
|------------------|---------------|
| ● Australia | ● Italy |
| ● Austria | ● Japan |
| ● Bahrain | ● Mexico |
| ● Belgium | ● Monaco |
| ● Brazil | ● Netherlands |
| ● Canada | ● Norway |
| ● Czech Republic | ● Portugal |
| ● Denmark | ● Romania |
| ● France | ● Spain |
| ● Germany | ● Switzerland |
| ● Hong Kong | ● Thailand |
| ● India | ● UK |
| ● Ireland | ● USA |



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026

 Sotheby's	Porsche Zentrum Inntal			 BRABUS	 OFFICIAL FERRARI DEALER EMIL FREY SPORTIVC	<i>Octane</i>
 Koenigsegg	 Polestar	 LAMBORGHINI MÜNCHEN	 PAL-V	 SCHALKULISSE	 BENTLEY	 DÖRR GROUP
 RIMAC	 EXCLUSIVE CARS	CHAMPAGNE  Laurent-Perrier MAISON FOUNDED 1812 <i>Tour d'ay, France</i>	 MEISSEN est. 1710	 Gut Kaltenbrunn <i>Refer</i>	Althoff SEEHOTEL ÜBERFAHRT Tegernsee	AIRX
LENGLING MUNICH	OCC	 GMUND	<i>Magneto</i>	 CLASSIC DRIVER 1998	 CONCOURS OF ELEGANCE TEGERNSEE - GERMANY 4-5 JULY 2026	



GET IN TOUCH

In 2026, we invite you to become part of this extraordinary journey. As a partner, your brand will not simply be seen, it will be experienced. Through immersive storytelling, exclusive activations, and unforgettable encounters, we create moments of true significance for those who matter most. Spaces are limited, and partnerships are curated to preserve the intimacy and exclusivity of the experience.

By joining us now, you secure your place at the heart of one of Europe's most prestigious luxury stages, where extraordinary brands meet extraordinary people.

James Brooks-Ward
Chief Executive
M: +44 (0) 7836 248 937
james@thoroughevents.co.uk

Sascha Aberle
Project Director
M: +49 157 71351711
sascha@thoroughevents.co.uk



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026



CONCOURS OF ELEGANCE
TEGERNSEE - GERMANY
4-5 JULY 2026



CONCOURS OF ELEGANCE
HAMPTON COURT PALACE
4-6 SEPTEMBER 2026



ROYAL BAHRAIN CONCOURS
ROYAL GOLF CLUB
6-7 NOVEMBER 2026