

AUTOMOTIVE

Goodwood brings luxury auto brands together for unique pushes

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Goodwood Festival of Speed

By BRIELLE JAEKEL

The 2017 Goodwood Festival of Speed has seen an onslaught of automakers such as Rolls-Royce and McLaren flexing their creative muscles.

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This year's festival is seeing a bevy of unique installations for automakers showing off their newest vehicles in unconventional manners. Lego models, the future and drones are just a few of the exciting ways automakers and auto authorities are enticing visitors.

"It's become a pilgrimage almost for 24 years now to go to lord march's estate to see the spectacle of amazing his stork in modern as well as racing machinery for the festival," said Brett Levine, automobile consultant at DriveAnything.com. "It's a car enthusiast's Bucket list to attend.

"Because of the crowds and the passion for automobiles it brings, it's a great place for manufacturers and brands of like to market," he said.

Innovation station

Starting this week, Goodwood FOS will see a wide range of initiatives from brands, from showing off their power to unleashing new vehicles.

For instance, Rolls-Royce is unveiling its new Dawn Black Badge. Hoping to embody the feeling of dawn, the automakers' bespoke vehicle will be released at the festival featured in a deep black hue.

Rolls-Royce has also created a new type of treatment for the car, hoping it will continue to stand out amongst the rest.



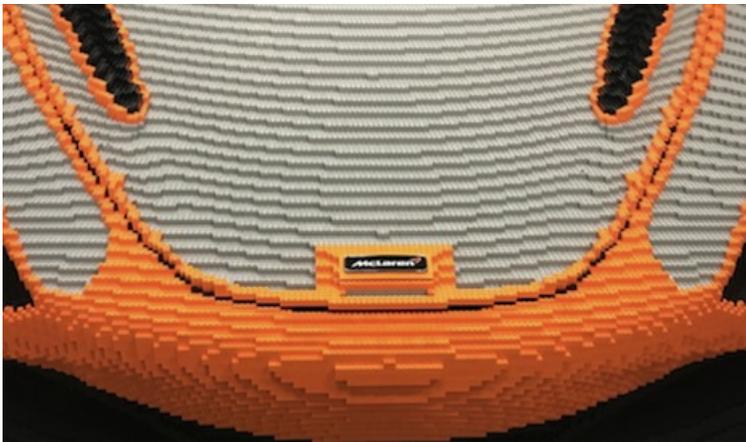
Rolls-Royce's Dawn Black Badge

French automotive manufacturer Renault is innovating not just for this decade, but for the decade ahead in an exhibit that shows off concept models as a vision for the future.

To celebrate 40 years of creating vehicles for Formula One, Renault has designed a concept model, the Renault Sport 2027 Vision Concept. The car of the future will be featured alongside a series of other Renault models that have had major milestones in Formula One.

McLaren is also making its presence known at the Goodwood by inviting attendees to build a McLaren, but with a twist.

Expanding on its existing relationship with toy brick maker Lego, McLaren is transporting a life-sized version of its 720S to the festival. However, the Lego supercar will arrive incomplete and festival-goers will be able to help assemble it throughout the event at McLaren's stand ([see more](#)).



Life-sized McLaren LEGO replica

The Goodwood FOS itself will also hold an event in which drones will race, reaching up to speeds of 100 miles per hour. The event celebrates the technology of today with a modern focus.

Previous festival

Last year, automakers worked at full throttle to leave a lasting impression on attendees to the United Kingdom's Goodwood Festival of Speed.

The Goodwood Festival ran for three days and drew an average attendance of more than 100,000 each day and boasts hundreds of vehicles from the motorsport world. The ties to the racing world materialize in the appearance of top drivers and Formula 1 stars and their vehicles, but brands also use the festival to debut their latest vehicles and find other ways to make impressions, including high-tech offerings ([see more](#)).

"Goodwood has become a staple in terms of celebrating the automobile in particular the luxury brands and as such is a great exposure and publicity it is for them to participate," Mr. Levine said.

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