

AUTOMOTIVE

Automakers, car lovers eagerly anticipating Festival of Speed

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The CartierStyle et Luxe Lawn showcases the world's most beautiful vehicles in pristine condition. Image credit: Goodwood

By KATIE TAMOLA

After the [Goodwood Festival of Speed](#) was postponed last year due to the COVID-19 pandemic, the need for speed will be met when the 2021 festival begins on July 8.

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Lauded as one of the most prestigious events in the automotive world, this year's festival will once again offer spectators unrestricted access to vehicles and the drivers who made them famous. Promoting the 2020 planned theme of "The Maestros Motorsport's Great All-Rounders," teams and manufacturers will be providing consumers an unparalleled and immersive experience.

"Goodwood is a celebration of motorsports and technology," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach, Florida. "Goodwood provides automakers the opportunity to demonstrate their brand narrative to further engage with best prospects."

Full speed ahead

There are myriad enticing events and offerings for this year's festival including a F1 machinery showcase of vehicles from Mercedes and Ferrari teams, meet and greets with motorsport legends, supercar debuts and more.

Arguably the most renowned event of the festival is the Hillclimb, where road and race car bikes, old and new, careen up the hill. At the last festival, the all-electric Volkswagen ID.R set the fastest pace in Shootout Sunday.



The Michelin Supercar Padlock is the ultimate event for those who love speed. Image credit: Goodwood

While it is immensely difficult to get close to a modern F1 car during a race weekend, the festival's Sky Sports F1 Pitlane event will allow consumers to get up close with Grand Prix machines from Mercedes, Ferrari and more.

The Michelin Supercar Padlock event will showcase the newest, fastest and most powerful cars in the world. In 2019, some of the debuts included the then-new McLaren GT, the Porsche Taycan and more.



Some young fans enjoy envisioning the future of transportation at the event's Future Lab. Image credit: Goodwood

For those interested in an immersive technology experience, the Future Lab will once again analyze and showcase the possibilities within future travel. There will be presentations from influential technology experts, a full-body VR racing simulator, jet packs and autonomous race cars and more.

The Future Lab Podcast is also currently available. Presenter and Future Lab curator Lucy Johnston interviews an exciting range of guests, from astronauts to automotive experts, about advances in technology.

Fans of auto aesthetics need to look no further than the festival's Cartier Style et Luxe Lawn, an event that showcases the world's most beautiful vehicles in pristine condition. The offerings will be showcased on the lawn outside of Greenwood House.

Each event speaks to the 2021 theme of The Maestrosa celebration of the top technology, vehicles and players of motorsports.

An official timetable and app are available for spectators who would like to plan their trips. Festival of Speed 2021 merchandise, including apparel and accessories, is also available for purchase.

A festival returns

The Festival of Speed is part of the [Events Research Programme \(ERP\)](#) pilot event series. The program aims to examine the risk of COVID-19 from attendance at events while exploring ways to enable people to attend a range of events safely.

All attendees must comply with the conditions of the program to enjoy and operate the event safely, and the pilot program lifts COVID-19 restrictions. The event site is in a large outdoor area and will run at a reduced capacity, providing ample outside space for everyone.

Last year, the Duke of Richmond and Gordon decided to postpone the Goodwood Festival of Speed, after consulting the British government and Public Health England ([see story](#)).

The cancellation was disappointing as many luxury automakers showcase their offerings at the yearly event.

Luxury automakers, ranging from British icons Rolls-Royce and Aston Martin to upstarts such as McLaren, made their presence known at the 2019 Goodwood Festival of Speed in an effort to reach motor enthusiasts ([see story](#)).

With the festival returning with its many enticing features and events, excitement is paramount.

"Losing Goodwood to COVID in 2020 will elevate the excitement for 2021," Mr. Ramey said. "Serendipitously, scarcity remains a pillar of luxury regardless of the product."

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