

AUTOMOTIVE

Goodwood Festival of Speed lets past shine, leans into innovative future

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The CartierStyle et Luxe held a vast car display, outside of the Goodwood House. Image credit: Goodwood Festival of Speed

By KATIE TAMOLA

Engines were once again revving for auto enthusiasts for the [2022 Goodwood Festival of Speed](#), which brought together luxury automakers celebrating the industry's history and ambitions.

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From notable brand anniversaries and debuts to unique activations, automotive leaders set out to provide consumers with the ultimate immersive experience. The event, which ran from June 23 to June 26, touted the impressive aesthetics and capabilities of luxury vehicles while previewing what the future of the industry may look like.

"The Festival of Speed is a great chance for automakers to gain exposure by showing cars in action that the public might never get another chance to see," said David Undercoffler, editor in chief at [Autolist.com](#), San Francisco. "This lets brands polish a racing or performance pedigree from years past when they might not have a current racing program today.

"It also lets automakers promote upcoming models that haven't been seen or heard in motion yet," he said. "For consumers it's a rare way to see, hear and smell a huge variety of cars from all walks of racing life in their element as they roar past you."

Get in gear

The 2022 Goodwood Festival of Speed marked several exciting anniversaries and debuts for luxury car brands.

This year's theme, "The innovators masterminds of motorsport," honored the past while excitedly looking toward the future.



Ferrari celebrates more than seven decades of Italian motorsport. Image credit: Ferrari

Italian automaker Ferrari rang in its 75th anniversary at Goodwood with the debut of five new models.

The brand was represented by a number of devoted collectors who have entered a display of classic racing models, from the first 125S to the 250 LM. During the event, Ferrari unveiled its first V6-hybrid, the 296 GTB, the SF90 Spider, 812 Competizione, Daytona SP3 and the Ferrari SP38 ([see story](#)).

German auto manufacturer BMW Group also celebrated an important anniversary, as its motorsport division commemorated 50 years of operation.

Festival participants were invited to the world premiere of the first BMW M3 Touring and the U.K. premiere of the BMW M4 CSL, both of which took the festival's beloved hill.

Additionally, a sculpture was presented on the lawn of the Goodwood House, highlighting some of the most renowned models from BMW M.

Mercedes-Benz debuted the AMG One hypercar

German automaker Mercedes-Benz's AMG One hypercar, which the brand originally announced five years ago, also made its world debut.

The brand had to meet several standards, one of which included getting the F1 engine to idle low enough while being emissions compliant. It will be available to 275 buyers.

Luxury was omnipresent at the event, as French jeweler Cartier, which has operated at the event since 1995, returned with the Cartier Style et Luxe.

The Cartier Style et Luxe held a vast car display, also on the lawn outside of the Goodwood House. Every year, a panel of expert judges chooses a winner among a showcase of the world's most beautiful vehicles in pristine condition ([see story](#)).

These activations took place amid other festival staples, including the beloved Hillclimb, where old and new road and race car bikes careen up the hill.

Other offerings include the Electric Avenue display, a 30-car collection that while indicating the future of the industry, illustrated the benefits of going electric.



A 10-car parade marked the 40th anniversary of first turbo charged Bentley. Image credit: Bentley Motors

The Future Lab also returned, inviting attendees to delve into the future of travel, including flying cars.

Other automakers at Goodwood included Porsche, Maserati, Bentley and McLaren.

An exciting future

The 2022 Goodwood Festival of Speed was indicative of continued excitement and consumer willingness to participate in in-person events.

One would be remiss to address the future of the automotive industry without considering the role of technology.

Last week, British automaker Bentley Motors announced it was heading into the NFT space with its first drop coming this fall.

In September 2022, Bentley will be engaging in a one-time NFT drop of a limited 208 pieces. The genesis Bentley NFT will be uniquely crafted by Bentley Design and will hold access to exclusive rewards and activations holders ([see story](#)).

Electrification also remains at the forefront of the automotive future as brands bolster their offerings.

German automaker Mercedes-Benz's all-electric EQXX has broken its own efficiency record of 1,008 kilometers, or 626.3 miles, in a single charge, exceeding the goal by 194 kilometers, or 120.5 miles.

Unveiled to the world in January, the Vision EQXX was developed as the brand's most energy-efficient vehicle to date. Since then, Mercedes-Benz has been building excitement for the vehicle among consumers through advertising campaigns and test runs ([see story](#)).

The Goodwood Festival of Speed was the ideal arena to preview the future of automotive luxury.

"The brands and grounds at Goodwood elevate the sport beyond any other motoring event in the world," said Chris Ramey, CEO of Affluent Insights, Palm Beach.