

## **GOODWOOD ANNOUNCES MAJOR SUPPORT FOR THE MOVING MOTOR SHOW**

- **Goodwood announces significant new affiliations for its dynamic Moving Motor Show concept, helping to establish it as a new kind of motor show**
- **Moving Motor Show to be supported by Auto Trader - Europe's leading automotive website, mobile and magazine**

The Earl of March, founder of the annual Goodwood Festival of Speed and Moving Motor Show (MMS), today (9 December) announced an exciting new partnership between the MMS and Auto Trader for 2011.

Auto Trader is the UK's leading automotive website and thus a natural fit with the Goodwood Moving Motor Show as it takes its place as the major new event of the motor industry's annual calendar. Goodwood will also be working with the Society of Motor Manufacturers and Traders (SMMT) for the MMS to deliver the most exciting experience for the Industry as a whole.

Attending an exclusive motor industry reception held today at The Savoy to celebrate the launch, MMS founder Lord March said: "I am delighted to have Auto Trader on board as the Moving Motor Show steps up to become Britain's new kind of annual motor show.

Lord March continues "The Moving Motor Show launched in direct response to the continued enthusiasm and demand from vehicle manufacturers and the car-buying public to experience and feel, close up, the very latest machinery – to even be able to try it out there and then – that's a very different kind of Motor Show. Based on the very encouraging feedback we received at the 2010 event, the Goodwood Moving Motor Show is set to become a 'must attend' annual event, enabling car buyers to see and potentially experience the latest models, and giving vehicle producers the opportunity to showcase their products in a stunning setting and a relaxed environment."

John King, CEO of Trader Media Group, added: "The Moving Motor Show has the potential to be a flagship event for the British motor industry and we are very pleased to offer it our full support. As the UK's leading automotive website, our partnership with Goodwood as one of the world's leading motoring venues is a powerful and complementary one, especially as we approach the launch of our New Car sales proposition in the New Year.

"Today's forum for the country's leading vehicle manufacturers is a sign of how seriously we take this as a business and the scale of the opportunity we believe is present in the market."

The Moving Motor Show is held within the grounds of Goodwood Park as an important addition to the annual Festival of Speed, which takes place from 1-3 July. On Thursday 30 June 2011 new cars buyers and enthusiasts will be able to enjoy an exclusive motor show preview day, where they will be able to see and experience the very latest new car models on display

The cars will drive in regular runs on a specially designed evaluation route that includes the famous Goodwood hillclimb, following in the wheel tracks of many celebrated racing drivers, including Lewis Hamilton, Jenson Button and Sir Stirling Moss. Over 20 vehicle manufacturers are expected to attend the 2011 Moving Motor Show, with many already signed-up, including Jaguar and Porsche, BMW and Mercedes-Benz.

The Festival of Speed has grown to become Europe's largest annual automotive exhibition, consistently attracting over 155,000+ visitors. The Supercar Run is a key attraction at the Festival, enabling manufacturers to showcase their latest products in action. Building on this, the Festival has increasingly been used by vehicle companies to debut important new models – with over 30 appearing for the very first time in the UK in 2010 – as well as present their latest environmentally-considerate concepts in the FoS-TECH pavilion.

At this year's inaugural MMS, many manufacturers reported strong enquiry levels and actual sales as a direct result of participating at the event. In 2011 all sectors of the new car market will be represented, from economy hatchbacks to family saloons, SUVs and prestige limousines and supercars, with manufacturers having their own stands within a modern purpose-built exhibition area to display their brand new products and interact with customers.

Tickets and further information for the 2011 Goodwood Moving Motor Show and Festival of Speed can be ordered by on the up-dated Goodwood website ([www.goodwood.com/motor\\_sport/](http://www.goodwood.com/motor_sport/)), or via the Ticket Hotline as follows:

Telephone: +44 1243 755055

On-line via the Ticket section of the website [www.goodwood.com/tickets](http://www.goodwood.com/tickets)

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