

Goodwood's Eroica Britannia set to become Britain's biggest celebration of classic and contemporary cycling

- This summer, Goodwood will introduce modern cycling to the iconic Eroica Britannia festival
- The brand-new 'Future Now Zone' will provide unique 'test ride' opportunities for prospective customers on the famed Goodwood Motor Circuit.
- The on-track line-up will feature both vintage and contemporary racing action for all event-goers to participate in.
- Event site [map](#) now revealed.
- Customers can make savings with special 2-4-1 festival ticket offer until 01 July 2022.

Goodwood is pleased to announce the expansion of its upcoming cycling festival, Eroica Britannia, to include contemporary cycling and innovative designs within its varied racing programme and brand activations.

The event, which takes place at the Goodwood Motor Circuit on Saturday 6 – Sunday 7 August, will continue to honour the heritage values of Eroica Britannia, with the three Classic Rides set for the Sunday, taking participants through curated routes in the stunning South Downs and Sussex countryside on pre-1987 bikes.

The additional content will drive the event forward into the cutting edge of modern cycling, introducing a variety of new cycling experiences to appeal beyond the vintage theme and welcome everyone of all ages and interests.

Among them, the Future Now Zone will invite visitors to test-ride the latest models from a number of the industry's leading bike manufacturers. These taster rides will see prospective customers take to the historic Goodwood Motor Circuit, following in the tracks of past and present motorsport and cycling racing legends such as Sir Stirling Moss, Jenson Button and Sir Chris Hoy, presenting an incredible opportunity to 'try before you buy' in a uniquely thrilling environment. Featuring products from brands like Canyon, Factor, Forme, Moulton, Pashley and Quella, the Future Now Zone will celebrate the bikes of today that will one day become collectables.

To celebrate this new extension of Eroica Britannia, Goodwood is thrilled to confirm a special 2-4-1 offer on all Saturday, Sunday and Weekend festival tickets from now until Friday 1 July (*excludes The Ride ticket*). Children aged 12 and under go free and for those aged 13-21, tickets are half price.

The Duke of Richmond said, "We are delighted to be able to grow Eroica Britannia to bring in new, modern elements of cycling, whilst preserving the integrity and identity of the original classic cycling event. The Motor Circuit is a unique site, which can offer a breadth of activities for the whole family, no matter what kind of bikes you like to ride. It really will be a fabulously immersive celebration of the joy of cycling."

On top of what is already planned for Eroica Britannia, including the popular Collectors' Market, Penny Farthing Polo and country fair-style festival, event-goers can also expect experiences for a variety of disciplines across the extensive event site. Races will include a Path Racer Cup, Folding Bike Race, Single-Speed Race and a One-Lap Dash, plus many more. Riders of all ages will be able to participate in a range of activities, and on Saturday evening, the much-loved Eroica Britannia Family Twilight Ride will round off a special day on the 2.4-mile motor circuit.

For those looking to take on the ultimate cycling challenge, Sunday's 20-, 60- and 100-mile Classic Rides will embrace the spirit and camaraderie of the Eroica events that take place across the world each year.

Other highlights across the weekend include appearances from cycling icons, including Sir Chris Hoy, Pippa York and Jody Cundy, along with 1982 UCI Road World Champions Mandy Jones and Giuseppe Saronni.

With local food and award-winning wine; cycling exhibits and demonstrations; a fun fair, live entertainment, and – of course – coffee, the festival will have something for every family member. Check out the site map [here](#).

Photo credit: Matt Sills.

-ENDS-

Notes to Editors:

Images are available [here](#).

Eroica Britannia, Saturday 6 – Sunday 7 August 2022

Tickets

Tickets can be purchased via goodwood.com or by calling the Ticket Office on 01243 755055.

Our Ticket Guarantee means that if Goodwood is required to cancel an event based on latest UK Government advice, you will have the flexibility to transfer your booking or apply for a credit.

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Contact

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Imagery and news from Goodwood are available from our [Press & Media site](#).

Stay up to date with all future announcements and on-event action across our social channels:

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#)

About Eroica Britannia

[Eroica Britannia](#) is a festival of cycling culture and lifestyle, taking place within the iconic Goodwood Estate and stunning Sussex countryside on 6-7 August 2022. The family-friendly festival will feature music and entertainment, local food and drink, cycling races and family rides on the world-famous Goodwood Motor Circuit, as well as three epic rides of 20, 60 and 100 miles on the Sunday across the South Downs National Park.

About Goodwood

[Goodwood Estate](#) is a unique sporting venue set in 12,000 acres of beautiful West Sussex countryside.

Owned by the Dukes of Richmond since 1697, it is renowned for its thrilling motorsport events and spectacular horse racing. Cycling also has heritage at the estate, as the venue of the 1982 UCI Road World championships.

Though these sports are a fundamental part of the estate's history and heritage, there is more to Goodwood than horses and cars. The estate includes an organic farm, four restaurants, two 18-hole golf courses, a private members club, an aerodrome, a health club, a hotel and a 10-bedroom luxury retreat.

About The Great Sussex Way

[The Great Sussex Way](#) is the Destination Marketing Organisation representing the Chichester District, from the Downs to the Dunes. Beginning north of the Downs, taking in Petworth, continuing to Midhurst, travelling down to Chichester and the famous Goodwood Estate, then across to the Manhood Peninsula, to Selsey and the Witterings.