



Goodwood and Michelin unveil five-year deal

Press Advisory

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Goodwood is delighted to unveil Michelin as the official tyre partner for the Goodwood Festival of Speed and Goodwood Revival for a further five years.

The deal confirms Michelin as the official tyre brand at the West Sussex estate's flagship international motoring events until 2022.

Rebeca Nieto, Commercial Director for Car, Van and 4x4 for Michelin in the UK and Ireland, said: "The fit couldn't be better. Michelin has a rich heritage and a proud history, but it is also at the absolute cutting edge of automotive innovation.

"Events like Revival and the Festival of Speed allow us to showcase all those sides of our business – technological breakthroughs that have transformed the motor industry, unrivalled success in motorsport and innovations under development that will push the boundaries of mobility across the world.

"Everything the Goodwood Estate does is premium, and that reflects our own ethos. From the tyres we make to the restaurants we recommend, Michelin delivers exceptional quality to consumers."

Michelin branding will be prominent at both events, which in total attract more than 350,000 people.

Nieto added: "Both events are now truly international, which is a big attraction for the Michelin Group as a whole. We can only see that global reach strengthening over the next five years.

"They also give us the chance to offer once-in-a-lifetime hospitality experiences to key partners, customers and colleagues."

Tracey Greaves, Chief Commercial Officer of the Goodwood Group said, "We are delighted to be extending our partnership with Michelin as the exclusive Tyre Partner at our major motorsport events for the next five years.

"Michelin have given Goodwood great support over the past 5 years and have been an integral Partner at The Festival of Speed, presenting the Michelin Supercar Paddock that showcases some of the most powerful and beautiful supercars in the world.

"We have developed our partnership over this time to our mutual benefit and very much look forward to achieving great things together in the future."

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