

## Goodwood Festival of Speed Central Feature to celebrate 50 years of BMW M



L-R: BMW M5 CS, BMW M1, BMW i4 M50 in front of Goodwood House. Ph. by Joseph Harding.

- Central Feature at the 2022 Goodwood Festival of Speed to celebrate BMW M.
- The impressive sculpture will pay homage to 50 years of the BMW Motorsport division, showcasing some of the most iconic models developed by BMW M.
- The Goodwood Festival of Speed presented by Mastercard will take place Thursday 23 – Sunday 26 June 2022.

Goodwood is proud to announce that the Central Feature at the 2022 Festival of Speed presented by Mastercard will celebrate BMW M. The sculpture will pay homage to five decades of the division and showcase some of its most iconic models.

Since the first Central Feature in 1997, the Goodwood Festival of Speed has become synonymous with the bold and innovative sculptures which each year celebrate the extraordinary achievements of a different manufacturer or milestone.

BMW's Motorsport division was launched in May 1972 with only 35 employees. However, it soon became one of the most successful racing departments in the world. Today, BMW M GmbH stands for compelling driving every day on the road, as well as on the racetrack. 2022 sees BMW M celebrate its 50<sup>th</sup> anniversary, with a number of exciting launches and celebrations planned throughout the year, including the Festival of Speed's monumental Central Feature.

Attendees of the Goodwood Festival of Speed can look forward to seeing BMW M's most celebrated vehicles take to the Hill across the weekend, with many of its famous drivers behind the wheel alongside other special moments. BMW will be present in two main locations; BMW M at Trackside and within the iconic Stable Yard – both locations will enable visitors to see the latest cars up close.

BMW was previously honoured with the 2016 Central Feature, when the marque celebrated its centenary with a sensational gathering of cars at the Festival of Speed. The Central Feature was unveiled

in a dramatic firework display accompanied by a cavalcade of BMW's finest motors sweeping up the Hill; while the BMW M Avenue showcased 12 iconic current and historic cars.

Further details of BMW M's presence at the Goodwood Festival of Speed will be announced in the coming weeks.

Frank van Meel, CEO of BMW M said: "As BMW M, we feel honoured to play a very special role at this year's Festival of Speed. For our 50th anniversary, we couldn't imagine a better place to celebrate our products with fans of the brand. I am particularly looking forward to unveiling a certain vehicle to the world's public for the first time - a vehicle we have been waiting a long time for."

The Duke of Richmond said: "We are delighted to be celebrating 50 years of BMW's hugely successful Motorsport division at this year's Festival of Speed, and it is especially fitting as we prepare to honour 'The Innovators - Masterminds of Motorsport'. BMW M's success can of course be attributed to half a century of innovation and we look forward to honouring the marque's past, present and future achievements at Goodwood in June."

Please find a selection of images available to download [here](#). Please credit Joseph Harding.

-ENDS-

#### Notes to Editors:

**Festival of Speed presented by Mastercard, Thursday 23 - Sunday 26 June 2022.**

#### Tickets and packages

Tickets start from £47 and are now limited for the Festival of Speed. Tickets can be purchased at [goodwood.com](http://goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055.

For an extra special Festival of Speed experience, hospitality packages are also available and can be organised by emailing [hospitality@goodwood.com](mailto:hospitality@goodwood.com) or calling +44 (0)1243 755054.

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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#### Accreditation

Media accreditation for the Festival of Speed is now open. Make your application [here](#).

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#### Contact

For more information about Goodwood's motorsport events, please contact Katharine Morgan, Motorsport & Automotive Press Officer: [Katharine.Morgan@goodwood.com](mailto:Katharine.Morgan@goodwood.com)

For all other press enquiries please contact: [media@goodwood.com](mailto:media@goodwood.com)

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### **About the Festival of Speed presented by Mastercard**

First staged in 1993, the Goodwood Festival of Speed presented by Mastercard is the world's largest automotive garden party; set against the spectacular backdrop of Goodwood House in West Sussex, UK. Over 600 cars and motorcycles spanning the phenomenal history of motoring and motorsport take part along with legendary figures from the automotive world. Highlights include Future Lab, Electric Avenue, Forest Rally Stage, Michelin Supercar Paddock, Michelin Supercar Run, F1 paddock, Drivers' Club, GAS Arena, Cartier Style et Luxe Concours d'Elegance, Aviation Exhibition and Bonhams Auction.

### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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