

## It's Electrifying! Electric Avenue: The Road To 2030 at Goodwood Festival of Speed

- Electric Avenue: The Road to 2030 is presented by bp pulse.
- Returns for a second year at the Goodwood Festival of Speed presented by Mastercard.
- Expert advice and the latest EVs.
- New: test drives at the Goodwood Motor Circuit.
- Festival of Speed presented by Mastercard takes place Thursday 23 - Sunday 26 June at Goodwood, West Sussex.

Following the overwhelming success and popularity of the inaugural Electric Avenue: The Road to 2030 at the 2021 Festival of Speed presented by Mastercard, Goodwood is delighted to share further details of the 2022 exhibit which returns bigger and better with new areas and features.

Located at the heart of the event, Electric Avenue presented by bp pulse is the home of electric mobility at the Festival of Speed, offering visitors the opportunity to explore an extensive collection of EVs from city cars to hypercars and SUVs to saloons as the UK prepares to go electric by 2030.

Experts from bp pulse and The AA, who join Electric Avenue for the first time in 2022, will be on hand at the new Information Hub to offer advice on buying, owning and charging an EV. bp pulse and The AA will host a series of talks and presentations on key EV topics such as how to get the most from your EV, maintaining and charging your EV and buying and leasing options.

For the first time, Electric Avenue will offer visitors the chance to test drive a series of EVs at the Goodwood Motor Circuit. A range of manufacturers including BMW, Ford, Kia and Michelin will bring EVs, giving drivers a real feel of what it's like to drive an EV.

Also new for 2022, is British Volt's Concept Paddock, which will showcase a number of cutting-edge electric vehicles that are in pre-production stages.

Electric Avenue will see a series of exciting debuts and premieres including the European debut of the Electra Meccanica Solo, the UK debut of the Fisker Ocean, the premiere of Porsche 718 Cayman GT4 ePerformance, with a number of other models set to be revealed at the event. These will appear alongside an exciting and dynamic range of vehicles from our automotive Partners and supporters.

The Duke of Richmond said: *"The Festival of Speed continues to champion the latest technology and the future of mobility. Electric Avenue - The Road to 2030 was one of the most-visited exhibits at the 2021 Festival of Speed and we are looking forward to expanding on this and giving visitors a real insight into what it means to go electric."*

bp pulse said: *"We had a blast at the Festival of Speed last year and bp pulse is thrilled to present Electric Avenue: The Road to 2030 this year. We're looking forward to sharing the area with some amazing car brands and showcasing the future of mobility. But most of all we're looking forward to meeting customers new and old. We'll be on hand, as the UK's largest network of public charging points, to teach you everything we know about charging an EV including introducing our new bp pulse HomeCharger. Our mission is to keep you moving with fast, reliable and convenient charging where you need it and we're investing over £1bn in the UK over the next 10 years."*

We are very much looking forward to sharing the electric way of life with our customers in the new-look Electric Avenue.

-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, with Saturday and Sunday tickets sold out. 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.

\*\*\*

#### Accreditation

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

\*\*\*

#### 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)

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 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.

**About Mastercard [www.mastercard.com](http://www.mastercard.com)** Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone,

everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

Follow us on Twitter [@MastercardUK](#) and Instagram [@MastercardUK](#).

For more information about Mastercard, please contact Nila Moloney, Director of External Relations: [Nila.Moloney@mastercard.com](mailto:Nila.Moloney@mastercard.com)

**About bp pulse** bp pulse is the UK market-leader for public rapid and ultra-fast charging and operates the most-used electric vehicle charging network in the UK. The company provides a comprehensive, flexible and practical range of electric vehicle charging solutions. bp pulse has supplied over 60,000 public, workplace and home charging units, and is now rolling out 150kW ultra-rapid chargers on bp retail sites. In March 2022, bp announced new plans to invest £1 billion in electric vehicle charging in the UK over the next 10 years, supercharging the roll-out of fast, convenient charging across the country. bp pulse is now set to approximately triple its number of charging points between now and 2030.

#### **Media contacts**

bp pulse: [sara.heartly@bp.com](mailto:sara.heartly@bp.com) or 07775 703837

BP press office: [bppress@bp.com](mailto:bppress@bp.com)

#### EV & Fleet media

Torque Agency Group: [amichaelides@torqueagencygroup.com](mailto:amichaelides@torqueagencygroup.com) or 07802 865 732