

Cartier Style et Luxe: the world's finest concours d'elegance

- Cartier Style et Luxe classes confirmed for concours d'elegance at the Festival of Speed presented by Mastercard.
- Seven classes will display unique and stunning vehicles including everything from classic vans to the coveted Bugatti Veyron.
- Festival of Speed celebrates 30-year partnership with Cartier.
- The Festival of Speed takes place Thursday 10 - Sunday 13 July. Final tickets remain at [goodwood.com](https://www.goodwood.com).

Since its inception in 1995, the Cartier Style et Luxe Lawn has become a staple of motorsport's ultimate summer garden party - the Festival of Speed presented by Mastercard - featuring some truly exceptional vehicles.

The 2025 event will celebrate the 30th anniversary of the Cartier Style et Luxe concours d'elegance, featuring more than 40 cars across seven classes in a spectacular showcase of exceptional automotive design and craftsmanship.

Origin of Opulence - 100 Years of the Rolls-Royce Phantom

Marking the 100th anniversary of the first-generation Rolls-Royce Phantom I, Cartier Style et Luxe will dedicate a class to this stunning and timeless piece of motoring with a collection of remarkable first-generation Phantom I's, each with their own bespoke design and iconic 7.7-litre straight-six engine. Visitors can expect to see the 1926 'Phantom of Love' and the unique Experimental Sports Prototype Torpedo Tourer.

Balance of Power - Bugatti's Game Changing Veyron

Celebrating 20 years since its groundbreaking debut, this class will put the coveted Bugatti Veyron in the spotlight, a car that redefined the limits of engineering and luxury. The 'Balance of Power' class will bring together a collection of Veyrons that continue to captivate and inspire automotive design today, including the XP5.5, the prototype that broke the land speed record for a production car in 2005.

Viva Las Vega - Parisian Panache, American Punch

Discover the elegance and refinement of mid-20th-century motoring at a special exhibition celebrating the Facel Vega - one of the most prestigious names in automotive history. Renowned for its bold styling, lavish interiors and powerful American V8 engines, Facel Vega represents the pinnacle of grand touring, infused with distinctive French sophistication. Visitors can expect to see the iconic HK500, along with many other stunning examples.

Sweet'N Low - Invicta's Invincible S-Type

Celebrating Invicta's centenary since its founding in 1925, this class will pay tribute to the innovative spirit and engineering excellence of the marque, synonymous with luxury craftsmanship and sporting prowess.

The 'Sweet'N Low' class will be devoted to the Invicta S-Type Low Chassis, the most desirable pre-war sports car to date.

Van Go - Masters of the Moving Arts

For the first time, the classic van will take to the Lawn, showcasing its enduring legacy of global commerce, culture, and creativity. The class will celebrate the Ford Transit's 60th anniversary, welcoming the original white van that revolutionised the market with its versatility, durability, and adaptability.

Curve Appeal - The Golden Age of Carrozzeria Touring

Celebrated for their lightweight design and captivating aesthetics, Carrozzeria Touring sports cars exemplify the pinnacle of Italian craftsmanship and engineering. The 'Curve Appeal' class will put the spotlight on the models that seamlessly blend style and performance, including the Aston Martin DB4 and the Lamborghini 350 GT.

Spoilers, Spokes & Stripes - 60 years of Alpina

With Alpina celebrating its 60th anniversary in 2025, a class will be dedicated to the distinctive models of the 1970s and 80s that cemented the marque's reputation of high-performance, luxury-tuned cars. The class will highlight iconic design elements that defined the era, from timeless 20-spoke wheels to bold pinstripes and assertive chin spoilers that enhanced both aerodynamics and aesthetics. The display will include the exquisite E24 B7 Turbo and the first production ultra-rare E13 B12 5.7 Coupé.

Featuring a varied collection of classic and unique vehicles, the concours d'elegance will welcome a panel of expert judges to critique the display on Sunday afternoon.

Final tickets for the Festival of Speed are available at [goodwood.com](https://www.goodwood.com).

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Notes to Editors:

Festival of Speed presented by Mastercard will take place Thursday 10 – Sunday 13 July 2025.

Tickets

Friday, Saturday, Sunday and four-day passes have now sold out. Tickets for Thursday are limited and can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055.

Hospitality

As well as tickets, Goodwood's unrivalled hospitality packages are also now available to book for the 2025 Festival of Speed. Whether customers are looking for a great day out with friends, entertaining clients or celebrating something special, Goodwood's hospitality provides the ultimate setting to enjoy the event. Email hospitality@goodwood.com or call +44 (0)1243 755054.

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:

[X \(formerly Twitter\)](#) | [Facebook](#) | [Instagram](#) | [YouTube](#)

About the Goodwood 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 presented by Randox, Electric Avenue, Forest Rally Stage, Supercar Paddock, Supercar Run, F1 Pit Lane, Drivers' Club, GAS Arena, Cartier Style et Luxe Concours d'Elegance and Bonhams|Cars Auction.

About Mastercard

Mastercard powers economies and empowers people in 200+ countries and territories worldwide. Together with our customers, we're building a sustainable economy where everyone can prosper. We support a wide range of digital payments choices, making transactions secure, simple, smart and accessible. Our technology and innovation, partnerships and networks combine to deliver a unique set of products and services that help people, businesses and governments realize their greatest potential.

www.mastercard.com

About Cartier

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may be found. Jewellery, fine

jewellery, watchmaking and fragrances, leathersgoods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature. Today, the Maison has a worldwide presence through its 265 boutiques.

www.cartier.com