



Singer to headline Central Feature display at the Goodwood Festival of Speed

- Singer brings its 'Relentless Pursuit of Excellence' to the Festival of Speed presented by Mastercard.
- Festival of Speed presented by Mastercard takes place Thursday 9 - Sunday 12 July.
- Early bird tickets available at goodwood.com.

Goodwood is delighted to announce that Singer will take centre stage at the 2026 Festival of Speed presented by Mastercard, as the marque is celebrated with the Central Feature display.

Taking pride of place in front of Goodwood House, the Festival of Speed's Central Feature has become synonymous with the bold and innovative sculptures created by Gerry Judah. The 2026 installation will once again provide a focal point for a daily celebration moment, coming to life with a celebratory fanfare and a collection of cars to honour Singer's impact on the automotive world.

Since its foundation in 2009 by Rob Dickinson, Singer has built a global following as a car company with a unique point of view. Renowned for reimagining the classic Porsche 911, Singer blends iconic design with cutting-edge engineering, material science and craftsmanship. Each Porsche 911 Reimagined by Singer is shaped by the company's simple but powerful mantra: *Everything is Important*.

The marque's presence at the Festival of Speed will extend beyond the Central Feature, with visitors able to explore Singer's stand in front of the Stable Yard, see the cars on display in the Supercar Paddock as well as in action on the famous hillclimb course. The activations across the event will showcase the company's evolution, as well as the latest innovations from its teams in California and the UK.

In recent years, Singer has chosen to unveil its latest ideas at the Goodwood Festival of Speed, including DLS (2018), Classic Turbo (2022), DLS Turbo (2023) and, most recently the Porsche 911 Carrera Coupe Reimagined by Singer (2025), all of which made their public debut on the hillclimb to the delight of fans.

Rob Dickinson, Singer's Founder, Executive Chairman and Creative Director, said: *"I was at the first Festival of Speed in 1993 during a break from touring with the band and never imagined my life would take the twists and turns that resulted in my fledgling design company being invited to attend in 2015. The Festival of Speed has kept us incredibly honest in the decade that followed. Knowing that*



our work will debut each year on an ever-larger world stage has repeatedly focused our minds and demanded rigour in everything we do. From the cars themselves to the way we connect with the automotive community, striving to impress the hundreds of thousands of enthusiasts who gather at The Duke of Richmond's amazing event has been incredibly important in shaping our work. So, to be chosen as the featured marque in 2026 is both startling, humbling and oddly appropriate all at once. We're a Californian company but we're also a very, very British one, and to be celebrated in such company and surroundings is an absolute honour."

Mazen Fawaz, Singer's Chief Strategy Officer, said: "I've been driving 911s up the Goodwood Hill for over 10 years now (special thanks to all the owners who've let me ruin their tyres!). Singer has grown up at the Festival of Speed, and we're really having to pinch ourselves that this is happening. The team at Goodwood has created a unique event and I can't wait to be back at the start line, trying to see through a cloud of tyre smoke again."

Raj Nair, Singer's Chief Executive Officer, said: "It's an exciting year for us. The first DLS Turbo restorations are being received and driven by their owners, we've launched the Porsche 911 Carrera Cabriolet Reimagined by Singer, and we have the Goodwood Festival of Speed to look forward to this summer. It's Singer's eleventh year at this fantastic event and we're honoured by the invitation to create an exciting celebration as the Central Feature marque."

The Duke of Richmond CBE DL, said: "Singer has been an immensely popular partner of Goodwood for over a decade, regularly using the Festival of Speed to unveil their latest work. The design and detail of their incredible, bespoke creations is matched only by the quality of the engineering that underpins them; they really are as close to art as you can get in the modern automotive world. It is therefore wonderfully fitting to see this extraordinary craft celebrated through one of Gerry Judah's monumental sculptures."

Further details about the Festival of Speed presented by Mastercard and Singer's presence at the event will be announced in the coming months.

Book now to save on tickets during the early bird window

Customers can save on the Festival of Speed presented by Mastercard tickets during our early bird window. Tickets are available to book at goodwood.com.

-ENDS-

Notes to Editors:

Singer



Festival of Speed presented by Mastercard will take place Thursday 9 - Sunday 12 July 2026.

Tickets

Tickets can be purchased at 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 2026 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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For all other press enquiries please contact: 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:

[X \(formerly Twitter\)](#) | [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 presented by Randox, Forest Rally Stage presented by Subaru, Supercar Paddock, Supercar Run, F1 Pit Lane, Drivers' Club, GAS Arena and Cartier Style et Luxe Concours d'Elegance.



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 Singer

Founded in California in 2009, Singer represents a philosophy expressed as A Relentless Pursuit of Excellence. The company is renowned for its collaboration with owners of the classic Porsche 911 to reimagine bespoke restorations. Singer's philosophy embodies:

- A highly personalized approach and exquisite execution.
- A passionate focus on iconic design and a homage to the world's most iconic sportscars.
- Modern engineering and material science combined with jewel-like details.
- A deep connection with California and its automotive culture.

Singer's automotive services enable owners to restore and personalize beautiful, analogue sports cars for the road and track.

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