

Pirelli expands partnership to present new FOS Fan Zone at Festival of Speed presented by Mastercard

Global tyre manufacturer Pirelli has expanded its multi-year partnership with Goodwood, to present the new FOS Fan Zone at Festival of Speed presented by Mastercard. Pirelli is already the exclusive tyre partner of the event, which this year takes place Thursday 9 – Sunday 12 July.

Pirelli will play an active role on the stage of the FOS Fan Zone, hosting a series of talks and interviews with prominent figures from the world of motorsport and leading automotive brands. Additionally, Pirelli has created a limited-edition cap, celebrating the 2026 Festival of Speed and the FOS Fan Zone, which will be available for purchase exclusively within the new area.

The Duke of Richmond CBE DL, founder of Goodwood Festival of Speed, said: *“We are delighted that Pirelli has expanded its presence at Festival of Speed as presenting partner of the new FOS Fan Zone, sitting alongside its exclusive tyre partnership. As the leader in the prestige tyre market with an outstanding reputation for excellence and innovation, like Goodwood, they understand the importance of fan engagement, and we’re grateful to them for their support in bringing this exciting new area of the event to life.”*

Andrea Casaluci, Pirelli CEO: *“Goodwood Festival of Speed is a unique place where a pure passion for automotive culture can be felt at every turn, and it is this very same sentiment that has always driven Pirelli, both on the track and in the development of our products. For us, becoming the presenting partner of the new FOS Fan Zone, alongside our role as exclusive tyre partner, means celebrating this deep connection together with an extraordinary community of enthusiasts. In this new area, we will not only showcase the cutting-edge technology and performance of our tyres, but we will also provide a meeting point where innovation meets the thrill of driving and racing. It is the synthesis of who we are: pioneers of technology, united with the public by the exact same passion for automotive excellence.”*

As the exclusive tyre partner of Festival of Speed, Pirelli will host visitors on a dedicated stand showcasing the P Zero™ product range, as well as motorsport and motorbike-related assets, alongside a variety of interactive moments and activities for guests.

Renowned for its cutting-edge technology and high-end production, Pirelli has been the exclusive tyre partner of Formula 1 since 2011 and supplies more than 350 motorsport events all over the world.

-ENDS-

Notes to Editors:

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

Tickets

Limited Thursday tickets are available 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 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.

Media Contacts

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For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from the [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](#)

Accreditation

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

About Goodwood Festival of Speed presented by Mastercard

First staged in 1993, 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 Radox, Forest Rally Stage presented by Subaru, Supercar Paddock, 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.

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