

A celebration of British racing green

- TAG Heuer to release new TAG Heuer Formula 1 Chronograph x Goodwood Festival of Speed to celebrate partnership.
- Festival of Speed presented by Mastercard takes place Thursday 9 - Sunday 12 July.
- Limited Thursday tickets remain at [goodwood.com](https://www.goodwood.com).

Synonymous with motorsport, Swiss Luxury Watchmaker TAG Heuer celebrates the thrill of the race track with the TAG Heuer Formula 1 Chronograph X Goodwood Festival of Speed. Building on a legacy shaped since the inception of the Formula 1 in 1986, this limited edition timepiece pays tribute to TAG Heuer's partnership with one of the world's most iconic automotive events, reinforcing a shared passion for speed, precision, and avant-garde spirit.

TAG Heuer is renowned for its inseparable connection to motorsports dating back to the birth of the discipline. From the precision instruments developed by Edouard Heuer to decades of involvement in Formula 1 and endurance racing, the brand has measured the moments that define careers and shape legends. TAG Heuer continues this story and strengthens its connection to the Festival of Speed with a watch that captures the vibrant energy of Goodwood through distinct design elements and meticulous craftsmanship.

Established in 1993 by The Duke of Richmond, Festival of Speed is centred around the hillclimb, a timed competition covering 1.86 kilometres (1.16 miles) over an elevation of nearly 100 metres (300 feet) with an average gradient of close to 5%. Alongside the main hillclimb event is a Forest Rally Stage, and multiple paddocks of cars and motorcycles curated around different themes, including supercars, competition cars and historic vehicles. With hundreds of thousands of people attending the event in person and millions more tuning into live streams and interacting on social media, Goodwood Festival of Speed is one of the biggest automotive events and provides a gateway for so many to share their love for cars and motorsport.

Taking place from 9th-12th July 2026 in the West Sussex countryside, the theme of this year's Goodwood Festival of Speed, "The Rivals - Epic Racing Duels", underscores the importance of TAG Heuer's role as Official Timing Partner: timing has always been linked to performance, where fractions of a second influence outcomes.

When the TAG Heuer Formula 1 collection was introduced in 1986, it brought a new energy into watchmaking while remaining anchored in racing culture, with a design language that carried boldness and immediacy, reflecting the visual codes of the sport. To celebrate TAG Heuer's second year as Official Timekeeper of the Goodwood Festival of Speed, an exclusive TAG Heuer Formula 1 Chronograph has been created. A high-performance tool designed for those who live life in the fast lane, this timepiece draws on iconic codes from the British automotive culture at the heart of Goodwood Festival of Speed.

Limited to 500 pieces, the TAG Heuer Formula 1 Chronograph X Goodwood Festival of Speed features a bold green sunray brushed dial and green ceramic fixed bezel, a colour that perfectly reflects the lush landscape of the Goodwood Estate and is synonymous with British motoring. Red accents on the second

hand and chronograph pushers add a dynamic touch, echoing the high-octane excitement of the event. Moreover, a red marking at 39 seconds nods to the Festival's current hillclimb record, held by the McMurtry Spéirling that was piloted by Max Chilton in 2022, with a time of 39.08 seconds.

The dial is a masterclass in functionality and style, featuring three silver "azurage" counters, rhodium-plated applied indexes and hands with white Super-LumiNova®, which ensure optimal legibility, essential for timekeeping during the adrenaline of racing. A true collector's piece, the case back of the limited edition model is engraved with the iconic Goodwood Festival of Speed logo, along with the exclusive inscription "GOODWOOD FESTIVAL OF SPEED SPECIAL EDITION" and "ONE OF 500". Designed for performance both on and off the track, the watch also boasts water resistance up to 200 meters.

"TAG Heuer's partnership with Goodwood Festival of Speed brings together two names united by a shared passion for motorsport, innovation, and speed! Returning for our second year as Official Timing Partner is not only a testament to our deep-rooted racing heritage, but also an opportunity to celebrate the spirit, creativity and momentum that make Goodwood such an extraordinary global moment. That spirit is embodied in a timepiece inspired by the unmistakable energy of this unique occasion," said **Rob Diver**, Managing Director for TAG Heuer UK and Ireland.

The Duke of Richmond CBE DL, founder of Goodwood Festival of Speed, said: *"We are delighted to welcome TAG Heuer as Official Timing Partner of Goodwood Festival of Speed for another year. It's wonderful to see how the hillclimb at the heart of the Festival has inspired a brand with such rich motor racing heritage, and its inclusion in the new timepiece."*

Further information about the TAG Heuer Formula 1 Chronograph (44 mm) can be downloaded below.

-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

For more information about Goodwood's motorsport events, please contact Katharine Morgan, PR Manager: Katharine.Morgan@goodwood.com

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 Randox, 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.

www.mastercard.com

About TAG Heuer

TAG Heuer, founded in 1860 by Edouard Heuer in the Jura Mountains of Switzerland, is a luxury watch brand that is part of LVMH Moët Hennessy Louis Vuitton SE ("LVMH"), the world's leading luxury group. Based in La Chaux-de-Fonds, Switzerland, and with four production sites, TAG Heuer has 1,900 employees and is active in 139 countries. TAG Heuer products are available online at www.tagheuer.com for select countries and in 260 boutiques and 2,300 points of sale worldwide.

For 165 years, TAG Heuer has demonstrated pure avant-garde watchmaking spirit and a commitment to innovation with revolutionary technologies that have included the oscillating pinion for mechanical stopwatches in 1887, the Mikrograph in 1916, the first automatic-winding chronograph movement – Calibre 11 – in 1969, and the first luxury smartwatch in 2015. Today, the brand's core collection consists of two iconic families designed by Jack Heuer – TAG Heuer Carrera, and Monaco – and is rounded out with the contemporary TAG Heuer Aquaracer, Formula 1, Link, and Connected lines.

Embodying TAG Heuer's new philosophy, *Designed to Win*, the brand continues to build on its legacy of bold innovation, resilience, and high performance. Its prominent partnerships and brand ambassadors reflect TAG Heuer's drive to push boundaries and perform in the moments that matter most.

www.tagheuer.com @TAGHeuer

