

DUNLOP makes history as first presenting partner of Goodwood Revival

- New partnership sees DUNLOP become presenting partner of the world's greatest historic motor racing event.
- Headline race, expansive 600 square metre stand and VIP facilities confirmed ahead of 18-20 September.
- DUNLOP's sponsorship builds on previous partnership with Goodwood Motor Circuit in the 1940s.

DUNLOP was one of the original sponsors of the Goodwood Motor Circuit when the present Duke's grandfather, Freddie March, 9th Duke of Richmond, opened the track in 1948. DUNLOP remained a major sponsor of Goodwood throughout the 1950s and 1960s with a presence on grandstands and the Pit Lane buildings, and has continuously adorned the tyre sidewalls of legendary racing machinery since racing was reinstated in 1998 with Goodwood Revival.

As presenting partner, DUNLOP will establish a major on-site presence, including a VIP area adjacent to the Pit Lane for 60 guests, a 600 square metre exhibition stand to showcase its tyres and history, coupled with extensive branding across the Goodwood Motor Circuit.

DUNLOP will also present Revival's blue-riband race: the Royal Automobile Club (RAC) TT Celebration. The most prestigious race on the Goodwood calendar, this year's RAC TT Celebration presented by DUNLOP will see the likes of four-time Indy 500 winner Hélio Castroneves (2001, 2002, 2009 and 2021) and Formula 1 World Champions Jacques Villeneuve (1997) and Jenson Button (2009) go wheel-to-wheel. The two-driver, one-hour race for closed-cockpit GT and selected prototype cars evokes the golden age of the Goodwood Motor Circuit and is the culmination of the weekend's racing.

The partnership is the latest step in DUNLOP's continued expansion into the premium European tyre market since the brand's 2025 acquisition by Sumitomo Rubber Industries (SRI), following major activations at the Australian Open and 24h Nürburgring.

"Goodwood Revival is one of the world's most distinctive celebrations of historic motor racing and provides a fitting stage for DUNLOP," explains Dennis Wilstermann, marketing manager of Dunlop Tyre Europe GmbH. "This partnership gives us a powerful platform to showcase the brand in an environment defined by heritage, performance and shared passion for motorsport. We look forward to welcoming guests from across key markets and playing a meaningful role in the Revival experience."

"This partnership represents a pivotal initiative at the heart of our brand strategy. Rooted in the shared heritage of DUNLOP and Goodwood, both proudly originating in the United Kingdom, it reflects a strong and authentic alignment. Together, we will Sensitivity - Internal Sensitivity - Internal collaborate closely to showcase the significance of the event and the enduring appeal of motorsport to global audiences, while driving the ongoing evolution of the brand and enhancing its value." explains Yasuaki Kuniyasu, President and CEO of DUNLOP (Sumitomo Rubber Industries, Ltd).

The Duke of Richmond, CBE DL, founder of Goodwood Revival, said: "As one of the founding partners of the Goodwood Motor Circuit in 1948, it is extremely fitting that we're welcoming Dunlop as the presenting partner of Revival. Dunlop has been an integral part of racing here in one form or another for almost eighty

years and this next chapter is a continuation of our shared motorsport tradition. We are absolutely delighted to have them on board.”

An immersive celebration of historic motor racing, Goodwood Revival is staged at the original 2.367-mile Goodwood Motor Circuit and evokes the glamour and spirit of the 1940s, 1950s and 1960s, bringing together period style and competitive racing.

-ENDS-

Download high resolution images [here](#).

Notes to Editors

Goodwood Revival will take place Friday 18 – Sunday 20 September. Tickets

Tickets can be purchased at goodwood.com or by calling the Ticket Office on +44 (0)1243 755055.

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 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 Goodwood Revival](#) | [Goodwood Revival Style](#) | [YouTube](#)

About Goodwood Revival presented by Dunlop

Goodwood Revival presented by Dunlop is the world’s greatest historic motor race meeting, and the only sporting event of its kind to be staged entirely in a period theme. More than just an unrivalled weekend of historic racing, it is an immersive celebration of vintage lifestyle, championing exceptional craftsmanship and the enduringly fabulous stories told by second-hand treasures. ‘Revive & Thrive’ is the thoroughly modern message woven through the Revival landscape; a clever stitch with which the old is made new again, it runs through every carefully restored classic car, each beautifully preserved piece of clothing as it is passed from one generation to the next.

It is, proudly, the world’s biggest and most glamorous second-hand event.

About Dunlop Tyre Europe GmbH

Dunlop Tyre Europe GmbH is one of the European subsidiaries of Sumitomo Rubber Industries, Ltd. and represents the development, production, and marketing of premium Dunlop-branded tyres for original equipment manufacturers and the replacement market. With a heritage dating back to the invention of the pneumatic tyre in 1888, Dunlop combines innovative strength with state-of-the-art technology.

The company operates an advanced research and development centre in Germany as well as a modern production facility in Turkey. In 2025, Sumitomo Rubber

Industries acquired the brand rights for Dunlop tyres for four-wheel vehicles in Europe, North America, and Oceania. Since February 2026, the company has been operating under the name Dunlop Tyre Europe and offers a unified premium tyre portfolio for the region.

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