

Goodwood announces theme of 2024 Festival of Speed

- The theme for the 2024 Festival of Speed presented by Mastercard will be: 'Horseless to Hybrid – Revolutions in Power'.
- Event will celebrate 130 years since the world's first motor race.
- Festival of Speed takes place from Thursday 11 – Sunday 14 July.
- Saturday tickets are now sold out, with Thursday, Friday and Sunday tickets still available to purchase at [goodwood.com](https://www.goodwood.com).

Goodwood is pleased to announce that the theme for the 2024 Festival of Speed presented by Mastercard will be '**Horseless to Hybrid – Revolutions in Power**', celebrating the essence of our love affair with motorsport. From the birth of organised competition, 130 years ago, with the Paris-Rouen Trial of 1894, the quest for speed has gone hand-in-hand with developments in engines, propulsion and power. The 2024 Festival of Speed will celebrate the many thrilling advances that have propelled us to where we are today, and look at what new ideas may drive us into the future.

The entry list for that Paris-Rouen event, on Sunday 22 July 1894, included vehicles powered by everything from steam, petrol and electricity, to gravity, compressed air and hydraulics, reflecting the fact that, in the early years of the 'horseless carriage', there was no consensus as to the best power source. After a century dominated by the internal combustion engine, we once again find ourselves at a crossroads, with electric, hydrogen, hybrid and sustainable fuels all offering potential solutions for a greener future. As well as remembering how far the automotive and motor racing industries have come in the past 130 years, 'Horseless to Hybrid' will, crucially, look ahead at what comes next. The theme will be reflected throughout the event, from the cars and drivers taking to the renowned Goodwood hill to immersive experiences in Future Lab presented by Randox, exhibiting some of the most innovative new technology.

The Festival of Speed has long championed emerging technologies. In 2023 we welcomed four-time Formula 1 World Champion Sebastian Vettel as he drove his ex-Nigel Mansell 1992 Williams FW14B and ex-Ayrton Senna 1993 McLaren MP4/8 on sustainable fuel. Vettel brought his "Race Without Trace" campaign to Goodwood, encouraging the adoption of alternative fuels by both the motorsport industry and wider world. In 2024 the Goodwood Revival will serve as a landmark moment in motorsport history, as the entire weekend of historic racing is set to take place using sustainable fuel. The theme for this year's Festival of Speed emphasises Goodwood's commitment to the future of mobility at its headline motorsport events.

Alongside this central theme, the 2024 Festival will mark a number of other significant anniversaries. We will remember the incomparable Niki Lauda, in the year he would have celebrated his 75th birthday, as well as 50 years since his first grand prix victory and 40 years since the last of his three World Championships. We will also honour the legendary Shadow team, 50 years after they won the final Can-Am championship, and Joest Racing, 40 years after their first Le Mans win, with many more celebrations to be announced in the coming months.

Book now to save on tickets during the early bird window

Customers can save on Festival of Speed admission tickets during our early bird window when purchasing before 29 February. Tickets for Thursday, Friday and Sunday are available to purchase [here](#).

-ENDS-

Notes to Editors:

Festival of Speed presented by Mastercard, Thursday 11 – Sunday 14 July 2024.

Tickets & Hospitality

Tickets for Thursday, Friday and Sunday are still available. Tickets can be purchased at goodwood.com or by calling the Ticket Office on 01243 755055.

As well as tickets, Goodwood's unrivalled hospitality packages are also now available to book for the 2024 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 events. Email hospitality@goodwood.com or call 01243 755054.

Contact

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

For all other press enquiries 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](#)

Accreditation

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

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

About Mastercard (NYSE: MA) www.mastercard.com

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.