

## MG centenary takes centre stage at Goodwood Festival of Speed 2024

- MG Motor to star in the iconic Central Feature at Goodwood Festival of Speed 2024, as the brand celebrates 100 years
- Highly anticipated MG Cyberster roadster will spearhead Gerry Judah's sculptural masterpiece

MG has announced it will headline the legendary Central Feature display at the 2024 Goodwood Festival of Speed presented by Mastercard, celebrating the centenary of the iconic motoring brand.

MG's highly anticipated, Cyberster EV roadster will headline Gerry Judah's annual sculptural masterpiece, with the company taking centre stage in front of Goodwood House for the first time.

Arriving this summer, the Cyberster is a new generation of performance car that marks an electrifying milestone in MG's storied history. Its central position at the world's most prestigious motoring event promises to be one of the most exciting moments in MG's centenary celebrations in the UK and further afield.

**The Duke of Richmond**, founder of the Festival of Speed, said: *"Following the world debut of the striking Cyberster at the 2023 Festival of Speed, we are delighted that MG are returning to Goodwood this year to celebrate their centenary in style with their first Central Feature. It is set to be a fitting tribute to the first 100 years of one of Britain's oldest and most popular manufacturers, which has enjoyed a long association with Goodwood."*

MGs were almost ever-present at the circuit from 1948-1966, and before that, my grandfather ran the MG team in the 1930s, winning the famous Double-Twelve Hour Race at Brooklands in 1931. He was fascinated by their light weight, simplicity and clever engineering – characteristics which still underpin the brand today. MG's 100-year history combined with their continuous drive for innovation, aligns perfectly with this year's 'Horseless to Hybrid' theme, which recognises the advances in technology and power that have shaped motorsport over the last 130 years."

**Guy Pigounakis**, MG Motor UK Commercial Director, commented: *"One hundred years ago, MG pioneered the creation of the popular sports car, turning dreams into reality for millions of enthusiasts around the world. We're still committed to that founding vision of delivering accessible, innovative, and truly engaging cars. The Cyberster underlines that commitment with a high-performance EV convertible which we hope will have the same impact as its much-loved forerunners."*

*"The Festival of Speed is the perfect occasion to celebrate our heritage in our home market where the MG story began, whilst also providing a perfect platform from which to demonstrate the dynamic future of the brand on a world stage."*

To fire-up the partnership with the Goodwood Festival of Speed, the Cyberster was joined outside Goodwood House by one of its most famous predecessors, a beautiful 1964 Mk1 MGB Roadster with a 1.8 litre BMC engine. The two MG roadsters from different eras are both set to play a prominent role at the Festival of Speed.

MG will also return to the famous hill climb in 2024 and the company will announce further debuts destined for the Festival of Speed nearer the time.

More details will be released ahead of the event, which takes place at the Goodwood Estate, South Sussex, on the South Coast of England, from 11<sup>th</sup> to 14<sup>th</sup> July 2024. Tickets for the world's largest

automotive garden party are available from [goodwood.com](http://goodwood.com) and the Ticket Office can be contacted on 01243 755 055.

- ENDS –

## Notes for Editors

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

### Tickets & Hospitality

Tickets for Thursday, Friday and Sunday are still available. Tickets can be purchased at [goodwood.com](http://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](mailto:hospitality@goodwood.com) or call 01243 755054.

\*\*\*

### Contact

For more information about Two Wheels for Life, please contact Potski Media, [twowheelsforlife@potskimedia.com](mailto:twowheelsforlife@potskimedia.com)

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

For all other press enquiries contact: [media@goodwood.com](mailto: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 MG

Established in 1924, MG Motor boasts a storied legacy that spans almost a century. Our roots are deeply anchored in our maiden venture, the MG 14/28 Super Sports car, a masterpiece crafted by the iconic Cecil Kimber. Steeped in innovation and fuelled by a commitment to the future, our focus has shifted electrifyingly towards envisioning sustainable and accessible mobility for all.

Today, our values are reflected in the MG4 EV, an award-winning hatchback which underlines our commitment to delivering forward-thinking, technologically advanced and exhilarating electric vehicles.

MG Motor's dedication is simple yet profound: democratising mobility. Our diverse lineup, featuring petrol, electric, and hybrid vehicles, encompasses versatile hatchbacks, functional station wagons, and spacious SUVs, all brimming with cutting-edge technology.

Every MG vehicle is a testament to world-class design and is reinforced by our generous 7-year/80,000-miles manufacturer's warranty.

Discover more about MG Motor, our range, and our expansive sales network by visiting our website at <https://www.mg.co.uk/>

For a detailed look into our vehicles, high-resolution imagery, and comprehensive specifications, please explore <https://www.mg.co.uk/media-centre>

**MG Press Office**

T: +44 (0)3301 756940

E: [pr@mg.co.uk](mailto:pr@mg.co.uk)

[www.mg.co.uk](http://www.mg.co.uk)

\*\*\*

**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](http://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.