



## what3words to help fans navigate to and around Goodwood Festival of Speed using 3 word addresses

For immediate release: June 22, 2018

- what3words, a very simple way to talk about location, reveals top 10 locations you need to know to get in and around Goodwood Festival of Speed (FOS)
- The location technology company has divided the world into 3m x 3m squares and given each a unique 3 word address
- Silver plaques will highlight key 3 word addresses so you know the precise location for key places around the festival
- Interactive what3words display to appear at FOS Future Lab showcasing the latest advancements in technology
- 2018 FOS Future Lab is open throughout Festival of Speed, from 12<sup>th</sup> – 15<sup>th</sup> July 2018, open 7am – 7pm each day

Addressing technology company, what3words, is aiming to make life easy at this year's Goodwood Festival of Speed presented by Mastercard, by providing guests with innovative location technology with which to navigate the event's car parks and iconic landmarks.

Appearing as part of the FOS Future Lab, the global addressing system – a rapidly emerging company which has divided the world into 3m x 3m squares, each with a unique address made of three dictionary words – has chosen the top 10 key Goodwood FOS landmarks and highlighted their unique, 3 word addresses.

From [///nudge.grab.earliest](#), one of the key car parks at the festival, to [///darting.rekindle.meanwhile](#) for the famous central feature and [///clusters.lawfully.darts](#) for the hillclimb start line, the 3 word addresses will make life at the Festival simple and accurate.

Each key location will have a silver 3 word address plaque so that guests to this year's FOS know exactly where to meet friends and family. Guests will also be able to download the free mobile app, available on both [iOS](#) and [Android](#), to easily communicate where they are on the 11,500-acre site. This could be as precise as a car parking spot, the middle of a large crowd or specific entrance.

### The Top 10 Goodwood FOS addresses ([map.what3words.com](http://map.what3words.com)):

Number	Iconic Goodwood FOS Landmark	what3words Address
1.	Car park A, East pay lane	<a href="#">///nudge.grab.earliest</a>
2.	Gate 1 pay lane	<a href="#">///shears.continued.drips</a>

3.	Start line	///clusters.lawfully.darts
4.	Finish line	///topical.clinking.physical
5.	Winners enclosure	///heaven.sized.comb
6.	FOS Future Lab	///sides.decoded.heightens
7.	Malcolm Corner	///fizzy.headline.auctioned
8.	Porsche central display feature	///darting.rekindle.meanwhile
9.	Supercar paddock	///shine.exclusive.kite
10.	F1 pitlane	///racetrack.protect.slip

what3words technology will also be on display at the FOS Future Lab, which is focusing on space exploration, autonomous transport, robotics and personal flight, this year.

Visitors will be able to view displays and demonstrations, interact with some of the technology for themselves and learn more about exciting innovations. At the what3words stand, guests will be able to look up a 3 word address and print a black sign to take away.

There will also be a giant screen showing a “Festival of Speed world map” to build up a picture of the international scale of the Goodwood audience. A video of humanitarian and automotive projects undertaken by what3words will also be shown, to showcase the scope of industries using the technology.

3 word addresses are more reliable and more accurate than traditional street addresses or postcodes, allowing drivers to navigate with precision to a specific building entrance or car park place, for example. what3words is on a mission to become the global standard for communicating location in vehicles. Earlier this year, Mercedes-Benz integrated the technology directly into its new A-Class vehicles, and both TomTom and Sygic announced plans for integrations

Giles Rhys Jones, CMO from what3words, said: “The Goodwood Festival of Speed site is large and we want everyone to absolutely maximise their visit to the event. Our technology gives guests an easy and accurate way of finding individual locations or exact spots at which to meet friends or family.

“Visitors will also be able to get hands on with what3words in the FOS Future Lab as we create personalised 3 word address signs and a world map of everyone at the show.”

FOS Future Lab will be open to the public throughout the Goodwood Festival of Speed, which runs from the 12<sup>th</sup> – 15<sup>th</sup> July 2018, 7am – 7pm each day.

Hospitality packages are available throughout the weekend. To buy tickets or enquire about hospitality visit [www.goodwood.com](http://www.goodwood.com) or call the Goodwood Ticket Office on 01243 755 055.

**(ENDS)**

**EDITORS' NOTES:**

Staged every summer since 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 motor sport take part with some of the most legendary figures from the sport as well as international celebrities regularly attending. Highlights will include the Moving Motor Show, Forest Rally Stage, Michelin Supercar Paddock, Michelin Supercar Run, F1 paddock, Drivers' Club, GAS Arena, Cartier Style et Luxe Concours d'Elegance, Aviation Exhibition and Bonhams Auction.

For all Media enquiries, please contact Laura Gilbert-Burke or Abbie Hansford at the Goodwood Motor Sport Press Office:

Telephone: +44 (0)1243 755000

E-mail: [laura.gilbert-burke@goodwood.com](mailto:laura.gilbert-burke@goodwood.com) or [abbie.hansford@goodwood.com](mailto:abbie.hansford@goodwood.com)

[Mastercard](#) (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardUKBiz](#), join the discussion on the [Cashless Pioneers Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

Or Emma Fahy at the Mastercard Press Office:

Email: [emma.fahy@mastercard.com](mailto:emma.fahy@mastercard.com)

Telephone: +44 (0)7580 790 297

#### **Goodwood Motor Sport on social media:**

**YouTube:** <http://youtube.com/goodwoodtv>

**Facebook:** <http://www.facebook.com/goodwoodrrc>

**Twitter:** <http://twitter.com/goodwoodrrc>

#### **About what3words**

Find your 3 word address [here](#).

[www.what3words.com](http://www.what3words.com)

what3words is the simplest way to talk about location. It has divided the world into 3m x 3m squares, each with a unique 3 word address. The system covers the entire world, never needs updating, and works offline. A 3 word address is a human-friendly way to share very precise locations with other people, or to input them into platforms and machines such as autonomous cars or e-commerce checkouts. It is optimised for voice input and contains built-in error prevention to immediately identify and correct input mistakes.

The free what3words app, available for [iOS](#) and [Android](#), and the [online map](#) enable people to find, share and navigate to 3 word addresses in 26 languages to date. what3words can be easily integrated by businesses, governments and NGOs into apps, platforms or websites, with just a few lines of code, and products are available for free or for a nominal fee for qualifying NGOs. It is being used by postal services, delivery companies, NGOs, tourist authorities and automobility companies around the world.