

 **Goodwood Festival of Speed hosts world premiere of new De Tomaso P72**

**For immediate release: July 04, 2019**

* Iconic name returns to reveal stunning new mid-engined model
* P72 model unveiled as De Tomaso brand celebrates 60th anniversary
* Global reveal is one of several important new car debuts at Goodwood Festival of Speed

Legendary supercar brand, De Tomaso, has been revived with the global debut of its brand new P72 model on the opening day of the 2019 Goodwood Festival of Speed presented by Mastercard.

As the marque celebrates its 60th anniversary, new Hong Kong-based owners IdealVenture revealed that its impossibly beautiful new model has been designed to pay homage to De Tomaso’s 1960s P70 prototype racer, built in partnership with Carroll Shelby.

The car has been developed over the last five years thanks to a remarkable partnership between De Tomaso, AMG founder Hans Werner Aufrecht and designer Peter Brock, who not only drew up such classics as the Corvette Stingray and Shelby Daytona Cobra Coupe but also worked on the original De Tomaso P70.

Festival of Speed founder the Duke of Richmond was on hand to help the De Tomaso team to unveil the P72.

De Tomaso has not yet revealed what will power the P72 – merely that it shares the same carbon fibre monococque chassis as the Apollo Intense Emozione, for which IdealVenture was also responsible.

The P72 has been built to FIA LMP2 race regulations and only 72 will be built, each costing around €750,000.

De Tomaso general manager, Ryan Berris, said: “We wanted to tell the untold story of the De Tomaso brand with this car, reviving a part of its history that hardly anyone knows existed. De Tomaso has always been built on six pillars – among them are racing, passion and beautiful European design and these have been the inspiration for this car.

“Alejandro de Tomaso’s story was never properly told and we feel his name should be recognized among the greats like Ferrari and Lamborghini.”

The 2019 Festival of Speed kicked off today (Thursday, July 4) and continues until Sunday, July 7.

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 Nick Garton at the Goodwood Motor Sport Press Office:

Telephone: +44 (0)1243 755000

E-mail: nick.garton@goodwood.com

**About Mastercard**

[Mastercard](http://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**](https://twitter.com/#!/MasterCardNews)**,**join the discussion on the [**Cashless Pioneers Blog**](http://newsroom.mastercard.com/blog/) and[**subscribe**](http://newsroom.mastercard.com/subscribe/) for the latest news on the [**Engagement Bureau**](http://newsroom.mastercard.com/).

Or Emma Fahy at the Mastercard Press Office:

Email: 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**](http://twitter.com/goodwoodrrc)