A year to go! Countdown starts for return of World Land Speed Record Sunbeam 1000hp to Daytona

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Painting of the Sunbeam 1000hp at Daytona Beach in 1927.

The National Motor Museum, Beaulieu, tells us...

(Photograph and all words from The National Motor Museum, Beaulieu).

The countdown is on for the first car to break the 200mph World Land Speed Record to return to Daytona Beach a centenary after it set the amazing breakthrough there on the 29th March 1927.

The workshop team at the National Motor Museum at Beaulieu, England is focused on completing its challenging restoration of the iconic Sunbeam 1000hp, and the car is set to return to Daytona where it will be displayed on loan at the Motorsports Hall of Fame of America in January 2027. It will then make its long-awaited 100-year anniversary return to Daytona beach for a low-speed re-enactment of Major Henry Segrave's 203.792 mph World Land Speed Record.

"The Sunbeam 1000hp's return to Daytona will be a great celebration of the car's restoration project," says Jon Murden, the National Motor Museum's Chief Executive. "This will be the Sunbeam 1000's final stop after making its post-restoration debut at the 2026 Pebble Beach Concours d'Elegance in California and being on display at the Petersen Automotive Museum in Los Angeles. In a year's time, motoring enthusiasts will be given a once-in-a-lifetime chance to see the car as it attempts a centennial run at Daytona on the 29 March 2027."

The legendary vehicle's front 22.4 litre Matabele V12 aero engine is currently being restored at the National Motor Museum at Beaulieu in Hampshire, England. Reaching Daytona will be the culmination of years of restoration – a campaign to get the British engineering icon back to working order in time for the centenary celebration. Significant milestones have been met, including having the colossal rear engine roar to life once again last September.

Daren Lucas, President, Motorsports Hall of Fame of America says, "We are honoured to welcome the Sunbeam 1000 to the Motorsports Hall of Fame of America. This iconic vehicle represents a pivotal moment in land speed record history and having it on display in the museum allows us to share that story with our visitors. It's a unique opportunity for guests to experience up close a machine that helped push the boundaries of speed and performance and make motorsports history right here in Daytona Beach."

Lori Campbell Baker, Executive Director, Daytona Beach Area Convention & Visitors Bureau says, "The return of the Sunbeam 1000 to Daytona Beach is a powerful tribute to our rich

motorsports heritage of the Daytona Beach area and the role our area beaches played in shaping racing history. Seeing this legendary vehicle back on the very sands where it once made history will be a memorable moment for both the community and visitors. The ceremonial drive and its display at the Motorsports Hall of Fame of America offer a rare opportunity to connect with this historic and innovative vehicle."

The National Motor Museum at Beaulieu last year announced it is partnering with CARS (Classic Automotive Relocation Services) who as its 'Exclusive Logistics Partner' will transport the iconic Sunbeam 1000hp to venues in the USA. Restoration of the car has been supported by hundreds of individuals and companies*

For more information on the Daytona beach situated Motorsports Hall of Fame, visit https://www.mshf.com/museum/index. For more information on the National Motor Museum and the Sunbeam 1000hp, please visit sunbeam-1000hp-restoration-campaign/

*Supporters have included

- Draper Tools
- Brookspeed Automotive (Martin Braybrook)
- Castrol Classic Oils
- Marcos Motor Company Ltd
- VINTAGE TYRE SUPPLIES LIMITED
- Motor Wheel
- Case Engineering, Inc.
- A.J. GLEW LIMITED
- Trimite Global Coatings Specialised Engineering Products Limited
- J T Tubes

About Motorsports Hall of Fame

"The Hall of Fame has a beautiful 20,000 sq. ft. museum on the grounds of Daytona International Speedway designed specifically to honour the men and women who have been immortalized in the Motorsports Hall of Fame of America. It is filled with historic vehicles

and artifacts related to our inductees.”

About the National Motor Museum

The National Motor Museum Trust Limited is a charitable organisation founded in 1972, which runs the National Motor Museum at Beaulieu in the New Forest. Continuing the work of the flagship Montagu Motor Museum, the Trust has a world-famous collection of 280 vehicles and associated motoring items on display at the National Motor Museum. An Accredited Museum, all its collections have been designated by Arts Council England as being of national and international importance. Its internationally acclaimed collection of more than 1.9 million items is cared for by the National Motor Museum Trust and includes historically significant motoring artifacts, film footage, images, documents and books. The nearby Collections Centre houses and cares for a vast array of motoring artifacts, photographic images, a specialist reference library, and a film and video library. For more information about its collection and services, see www.nationalmotormuseum.org.uk.