Beaulieu’s biggest Custom and American Show to date

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Beaulieu tells us…

(All words and photographs from Beaulieu).

Beaulieu's Custom and American Show returned on Sunday 21st June 2026, bigger than ever, with 500 custom and American vehicles on display and over 10,500 visitors enjoying the popular Father's Day event. Combining incredible vehicle displays with a packed programme of entertainment, the day offered far more than a traditional car show, with something for visitors of all ages to enjoy. Marking the centenary of the world-famous Route 66, this year's Custom and American Show also welcomed new international sponsor, Illinois Route 66, bringing the spirit, history and adventure of America's most iconic highway to Beaulieu. Visitors had the opportunity to meet the Illinois Route 66 team, discover more about the region steeped in American motoring heritage, and start planning

their next adventure.

Held in association with the Solent Renegades, the event showcased the very best of American and custom motoring, from classic Corvettes and roaring Mustangs to one-of-a-kind builds and bikes. It provided a great opportunity for enthusiasts to talk all things motoring while admiring an incredible variety of vehicles.

Back by popular demand, the Transformers display brought movie magic to life, with both the iconic vehicles and their walking, talking robot counterparts. Featured in the display was the 2011 Chevy Camaro 'Bumblebee', the towering Optimus Prime truck, a vintage Bumblebee, and the Ford Mustang 'Barricade'. Visitors also had the opportunity to take their picture with the robot Transformers themselves.

While adding to the blockbuster line-up, the Ghostbusters display included the iconic Ecto-1 with its ghost-catching gear and proton packs. Characters from the film could be spotted patrolling the show alongside Slimer and the legendary hotdog cart, delighting fans of all ages.

The cinematic excitement continued with a dedicated Film & TV Display featuring famous vehicles including the DeLorean from *Back to the Future*, KITT from *Knight Rider*, the Cadillac Superior from *Supernatural* series, *Herbie* and the *Only Fools and Horses* van. Also on display were two crowd-favorites: a replica of the iconic 1966 Batmobile from the*Batman* franchise and the Flintmobile from *The Flintstones*, with showgoers invited to climb in and snap photos behind the wheel of the latter.



Herbie featured in the Film & TV Display.

Renowned custom car builder and Show Ambassador Andy Saunders returned with a collection of his one-of-a-kind creations. Daroo 1/3 made a welcome return to the show after being unveiled at the Custom and American Show for the first time last year.



Custom car builder and brand ambassador for the show Andy Saunders returned with Daroo 1/3.

Visitors were also able to see the latest updates to Tetanus as Andy continued its most recent refit, displayed alongside acclaimed artist Maxime Xavier’s striking Sundancer.



Acclaimed artist Maxime Xavier returned to the show with Sundancer.

A number of awards added to the excitement of the show, with the prize-giving, sponsored by local business Vibrant Forest Brewery, showcasing a diverse line-up of impressive vehicles in the Arena. The People's Best in Show Award, voted for by visitors, was presented to Daniel Walley for his Dodge Ram.



The People’s Best in Show Award was presented to Daniel Walley for his Dodge Ram by Prize-Giving sponsor Vibrant Forest Brewery.

Show partners Solent Renegades selected a Lincoln Premiere owned by Ritchie Gee as their Solent Renegades Choice winner, while the Andy Saunders Award for best custom creation went to Dave Owen for his bright orange Ford Anglia.



The Andy Saunders Award was presented to Dave Owen for his Ford Anglia. The Prize-giving is sponsored by Vibrant Forest Brewery.

The Brian Ackland Memorial Award, presented by Brian’s wife in his memory and in recognition of his lasting impact on the custom car community, was awarded to Roger Thurston for his 1930 Ford Model A (photograph below). The choice was especially poignant, as the Ford Model A was the very first car Rachel and her late husband Brian worked on together.



As part of the Father’s Day celebrations, visitors could also enter the special Father’s Day Prize Draw. One lucky winner, Mervin Bradley, was selected at random on the day and went home with a fantastic selection of Vibrant Forest Brewery Goodies.

Live entertainment kept the arena buzzing throughout the day. Visitors enjoyed performances from country and folk band Route 66, Craig Jefferson’s Elvis tribute actand a Dolly Parton tribute act, while both Elvis and Dolly also met fans for photo opportunities at set times. While Resolution Dance Company delivered a high-energy American-style cheerleading performance that dazzled the crowds.

Classic fairground rides added to the family atmosphere, including dodgems and a Toy Set Carousel, while those seeking a challenge could test their cowboy skills on the rodeo bull.

Free facepainting and glitter tattoos added a splash of colour to the day, alongside the ever-popular Giant Deck Chair for the perfect photo opportunity.

New for this year, UK Country Hat Bar gave visitors the chance to customise their own one-of-a-kind cowboy hat, while adrenaline seekers could take the wheel of a Mini Monster Truck and navigate a fun circuit featuring small ramps. Also on offer were Horseshoe and Lasso Family Workshops, where aspiring cowboys of all ages could test their aim and technique.

Beaulieu's packed calendar of motoring and family events continues with Simply French up next on Sunday 28th June, followed by Simply Land Rover on Sunday 5th July. Returning for its second year, A Royal Hunt: History Re-enactment Weekend on 11th–12th July will bring Beaulieu to life with two days of thrilling live military re-enactments, living history stations and immersive displays. The excitement builds with the spectacular Beaulieu Supercar Weekend on 1st– 2nd August, bringing with it some of the world's most impressive cars and adrenaline-packed demonstrations. For a weekend of buying and selling action, the International Autojumble on 12th-13th September promises a treasure trove of top automotive finds and bargains. To view the full events calendar, visit: www.beaulieu.co.uk/events.

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