Beaulieu’s Custom and American Show promises to be its biggest ever

Published: June 2, 2026

Author:

Online version: https://www.wheels-alive.co.uk/beaulieus-custom-and-american-show-promises-to-be-its-biggest-ever/

Custom & American Show



Beaulieu tells us…

This Father's Day, 21 June, Beaulieu's Custom and American Show returns, and is set to be bigger and better than ever. In partnership with the Solent Renegades club, the show promises a wide variety of impressive classic American motors, custom creations, hot rods and more. Visitors can explore exciting features and attractions, including Transformers and Ghostbusters displays, live country music, axe throwing and Mini Monster Trucks. With something for families, car enthusiasts and country fans alike, this year's show also marks the centenary of Route 66 and welcomes a new international sponsor inspired by the occasion.

The Custom and American Show is proud to be sponsored by Illinois Route 66, a region steeped in American motoring heritage. Home to the final 100 miles of Route 66, and the only place where the Mother Road meets the Great River Road, the area truly captures American road trip culture. Cory M. Jobe, Chair of the Illinois Route 66 Centennial Commission said: "Illinois is thrilled to bring the spirit of Route 66 to the UK. As the home of the Mother Road, we are proud to celebrate its rich history, sense of adventure, and enduring legacy." The Illinois Route 66 team will be at the show, giving visitors the chance to meet them, enter an exciting competition and start planning their next big trip.

Spectacular custom and American motors remain at the heart of this vibrant show, with roaring roadsters and modern Mustangs lining up alongside mind-blowing custom cars, bikes, trikes and hot rods. This year, participants get the special bonus of Garage Goods, a dedicated trading corner to sell leftover project parts and spares from their display vehicle.

Perfect for fans of film and nostalgia, the show will feature a Film & TV Display, showcasing iconic cars from the big screen. Included in the line-up so far are KITT from *Knight Rider*, a Phantasm Cadillac and Chevy Impala from *Supernatural*, a Delorean Time Machine from *Back to the Future*, *Herbie*, an *Austin Powers* tribute car and the Dodge Monaco 350 from *The Blues Brothers*.*

The Transformers display will bring movie magic to life, featuring not just the vehicles but the walking, talking robot heroes themselves! Featured in the display will be the 2011 Chevy Camaro 'Bumblebee', the towering Optimus Prime truck, a vintage Bumblebee, and the Ford Mustang 'Barricade'. Visitors will also have the rare chance to get up close and take photos with the Transformers themselves.

The cinematic excitement doesn't stop there, as the Ghostbusters will also be making an appearance. Fans can see the iconic Ecto-1, fully equipped with ghost-catching gear and proton packs, plus keep an eye out for the Ghostbusters patrolling the show, along with the infamous Slimer and the legendary hotdog cart.

Long-time friend of the show and custom car builder extraordinaire, Andy Saunders, returns with more of his one-of-a-kind creations. *Metropolis* will make a welcome return after several years away from Beaulieu, as well as his newest creation, the *Daroo 1/3*. Visitors will also be among the first to see the latest updates to *Tetanus*, as Andy continues its most recent refit, displayed alongside acclaimed artist Maxime Xavier's striking *Sundancer*.

The prize-giving, sponsored by local business Vibrant Forest Brewery, will include a wide range of exciting awards. The People's Best in Show will be decided by public vote and is open to all participants. Other highlights include the Solent Renegades Choice, the Andy Saunders Award for the best custom creation selected by the car builder himself, and the Brian Ackland Memorial Award, presented in memory of the well-loved figure in the custom car scene. A Father's Day Prize Draw will also take place, with winners chosen at random from registered entries on the day.

Enhancing the country theme, live performances from country and folk band Route 66, Craig Jefferson's Elvis tribute act and a Dolly Parton tribute act will provide the perfect soundtrack throughout the day. Visitors can soak up the atmosphere or take to the dancefloor, while both Elvis and Dolly will be available for photo opportunities with fans at set times. Also taking to the dancefloor is Resolution Dance Company with a high-energy, American-style cheerleading performance sure to impress the crowds.

A family fun day wouldn't be complete without rides and attractions*, with plenty for all ages to enjoy. Visitors can take the wheel on the Dodgems or enjoy a spin on the Toy Set Carousel. NEW for this year, showgoers can also get behind the wheel of a Mini Monster Truck and test their driving skills on a fun course. There's also the chance to try axe throwing and aim for the bullseye, while the Rodeo Bull offers an added thrill for those keen to prove they have what it takes to be a real cowboy. Families can try their hand at the horseshoe and lasso family workshops, testing their aim and technique, and enjoying some friendly family competition.

UK Country Hat Bar will also be joining the show this year, offering the opportunity for visitors to customise their own one-of-a-kind cowboy hat from a selection of wraps, bands and accessories. While free face painting and glitter tattoos will also be available, bringing a splash of colour and sparkle to the many photo opportunities throughout the day, including in the Giant Deckchair!

Visitor and Participant Tickets for the Custom and American Show are available now at an advance rate from www.beaulieu.co.uk/custom-and-american-show

Tickets to the Custom and American Show include full access to the Beaulieu attraction, including the National Motor Museum and its brand-new gallery Driven: Britain's Motoring History. Visitors can rediscover the cars from their past in the interactive We Had One of Those display, explore Palace House and the 13th-century Beaulieu Abbey, and enjoy the Secret Army Exhibition and On Screen Cars. The day also includes the popular Little Beaulieu adventure play area for children, as well as the Brabazon Restaurant.

**Cars mentioned are correct at time of print and subject to change. *Additional charges apply to some of the features mentioned.*

