Beaulieu’s ‘Simply’ season promises classics (and special modern cars) galore in 2024

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Author:

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Simply British – an attractive Austin Westminster shown here.

Beaulieu looks forward to an exciting ‘Simply’ events season in 2024…

They tell us:

(All images and words from Beaulieu).

Petrol head enthusiasts are looking forward to a packed events calendar, with an impressive fourteen Simply rallies set to take place throughout the 2024 show season. These rallies will offer enthusiasts the chance to admire some stunning vehicles on display and catch up with fellow fanatics as well as enjoy all that Beaulieu has to offer.

From everyday family vehicles to jaw-dropping speedsters, owners of all ages and models of prized vehicles are invited to drive into Beaulieu on their dedicated Simply rally. However, you don’t have to be a participant to enjoy these events, all visitors to Beaulieu can explore the wonderful vehicles on display as part of their day out. These rallies are for everyone with an interest in cars, bikes, vans or even as part of a motoring themed trip with the family. Visit beaulieu.co.uk/events to browse the upcoming Simply events and book your tickets in advance.

Kicking off the Simply event season on 26th May 2024 is Simply VW. This fabulous spring rally will see Vee Dubs of all shapes and sizes flock to the Beaulieu showground, from classic Golf GTIs to the all-electric ID. Buzz van. Visitors won’t want to miss this colourful display of quirky cars and campers.



This date will be swiftly followed by Simply Porsche on 2nd June, which is held in association with The Independent Porsche Enthusiasts' Club (TIPEC). Amongst this vibrant gathering of Porsches guests can expect to see some stupendous sports cars. Previously, Simply Porsche has seen legendary 911s right through to the cutting-edge electric Taycan, and this year's displays will be equally impressive.



Revving right around the corner is Simply Jaguar on 23rd June. This event will be attended by The Jaguar Enthusiasts' Club, the largest Jaguar club in the world. A plethora of classy saloons and sleek sports cars will cruise into The National Motor Museum grounds for what is sure to be one of the highlights of the events calendar.



Adding a countryside feel to the rally line-up, Simply Land Rover returns to Beaulieu on 7th July and brings with it the opportunity to witness some truly impressive 4X4s. Always a thrilling feature and back by popular demand is the Forest Drive in partnership with Land Rover Experience West Country in which visitors will be able to get their wheels dirty on an off-road track, with the option to drive or be a passenger in a Land Rover Experience vehicle.



Rescheduled and rolling into Beaulieu on 14th July is Simply Audi. Whether the classic 1938 DKW or the remarkable R8 supercar, owners of all models are invited to be a part of this event.



From Germany to Italy! Simply Italian will now take place on 20th July and is joined by NEW sponsors Hendy Fiat Poole and Hendy Abarth Poole. Here, showgoers can observe everything from everyday Fiats to high-performance Ferraris. This lively event certainly isn’t one to be missed.



Fans of Japanese motoring will be gearing up for 21st July when vehicles of every age, model and marque will take to Beaulieu's grounds for Simply Japanese. This buzzing event encompasses everything from a 1983 Honda Accord to the Mazda MX-5 … spectators won't know where to look first! Plus, NEW for 2024 is the Sound-off, bringing together a selection of Japanese cars showcasing the sound of their powerful engines, with the winner being awarded a trophy.



Bringing a touch of prestige to an already glamorous line-up of events is Simply Mercedes on 11th August, offering the chance to admire some high-quality motors including glamorous sports cars and high quality saloons.



Hot on its wheels, Simply Aston Martin makes its return to Beaulieu on 17th August. Held in partnership with Aston Martin Owners Club, owners of every age and variety will have the opportunity to connect with fellow fanatics of this distinguished make. The Aston Martin Owners Club will also be showcasing their Feltham Display which will include a range of Feltham era Aston Martins.



Marked on the calendar of many is one of Beaulieu’s biggest and best-loved rallies of the year, Simply Ford on 18th August. Hundreds of Ford owners and enthusiasts will be joining this summer celebration, showing off their Mustang, Zodiac, Fiesta, Transit and more. A NEW feature for 2024 is the Sound-off, in which a selection of show vehicles will demonstrate the sound of their powerful engines in the arena for the chance to win a trophy and prize.



Sprinkling some ‘je ne sais quoi’ on the schedule of events, Simply French on 1st September is a chance for owners of all makes and model of French car to join together in the stunning surroundings of Beaulieu. From family names such as Citroën and Peugeot to rarer marques such as Panhard and Matra, visitors can expect to see it all at Simply French.



Simply BMW is the next star of the show on 22nd September when owners of a wide array of brilliant Beemers meet for their dedicated rally, showcasing an impressive selection of family estates, performance saloons and sports cars. Simply BMW will also feature its inaugural Sound-off in the Beaulieu arena, competing for the loudest cheer from the crowd for the chance to be crowned winner.



What better place to hold Simply British on 29th September than quintessential Beaulieu! Any owner of a vehicle built in Britain or by a British manufacturer is invited to cruise their prized car or motorcycle into the Beaulieu parkland to join the display (please also see heading photograph).

Finally, Simply Smart takes centre stage on Remembrance Sunday 10th November for a fantastic opportunity to take in a variety of fun and often vibrantly wrapped city cars, from the renowned ForTwo to the suave Smart Roadster.



Every Simply rally offers event-goers the chance to vote for their favourite car of the show in the People's Choice Award, with the winner receiving an exciting prize which this year will be supplied by NEW event partner Spitfire Collection. Voting closes at 1pm and the presentation will take place at 2pm.

All visitors and participants will also be able to access the whole of the Beaulieu attraction as part of their ticket, including The National Motor Museum, World of Top Gear, Palace House, the medieval Beaulieu Abbey and beautiful grounds and gardens, and the adventure playground Little Beaulieu.