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British Motor Museum looks to the future of motoring

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Author:

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The British Motor Museum is to host a new exhibition looking at the future of the car...

They tell us:

(All words and photographs from The British Motor Museum).

The British Motor Museum is to open another exciting and thought-provoking exhibition on 15 July entitled *"Transitions: The Impact of Innovation"*, which will run until summer 2024. The exhibition will explore the technologies that are bringing cars into the future and consider their effects. The car has shaped our world for the better, but also for the worse. As the motor industry strives to find cleaner, safer, and more efficient ways to get us around, the exhibition will look at what its developments mean for our cars.



In the past, the British Motor Museum has inspired curiosity about the future of the car, and



this exhibition will revisit concepts explored in the 2019 exhibition '*The Car. The Future. Me*'. However, this brand-new exhibition will bring a fresh perspective, delving into the practical thoughts and ideas surrounding these new technologies. Visitors will leave the exhibition with a greater insight into the direction car engineering will take in the years to come and how this will affect our day-to-day lives.

The exhibition will use a combination of cars and interactive stations to illustrate areas of future development, such as how cars will be powered, their impact, the materials they use and alternative methods of control. Several vehicles will be on display, including a hydrogen-powered Riversimple Rasa and a sectioned Nissan Leaf electric car, alongside interactive elements which allow comparisons between different technologies.

Stephen Laing, Head of Collections at the British Motor Museum, added: "We're delighted to open this fascinating new exhibition. We are in a period of radical change and can see how quickly cars are shifting. Fobs, keypads, push buttons, and smartphones have been steadily replacing the familiar key turn. Electric motors are slowly supplanting internal combustion engines, while drivers are being supplemented with autonomous controls. *Transitions* will look at what the car will become in the future and how the industry will take us there".

Access to the exhibition is included with standard Museum admission tickets. The Museum has held its visitor prices for 2023 for even greater value! Museum entry costs just £40 for a family in advance or £44 on the day, £14.50 for adults in advance or £16 on the day, £12.50 for concessions in advance or £14 on the day, £9 for children (5-16 years) in advance or £10 on the day and under 5s go FREE. There is also the option to Gift Aid or donate your entry fee at the time of booking and upgrade your ticket to an Annual Pass in return, at no extra cost.

To find out more information about the Museum, please visit the website at <https://www.britishmotormuseum.co.uk>.



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