MG to take centre stage at Goodwood Festival of Speed

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As MG celebrates 100 years, the marque is to star in the Central Feature at the Goodwood Festival of Speed in July 2024…

MG tells us:

(All words and images from MG).

- MG Motor to star in the iconic Central Feature at Goodwood Festival of Speed 2024, as the brand celebrates 100 years
- Highly anticipated MG Cyberster roadster will spearhead Gerry Judah's sculptural masterpiece

MG has announced it will headline the legendary Central Feature display at the 2024 Goodwood Festival of Speed presented by Mastercard, celebrating the centenary of the iconic motoring brand.

MG's highly anticipated, Cyberster EV roadster will headline Gerry Judah's annual sculptural masterpiece, with the company taking centre stage in front of Goodwood House for the first time.

Arriving this summer, the Cyberster is a new generation of performance car that marks an electrifying milestone in MG's storied history. Its central position at the world's most prestigious motoring event promises to be one of the most exciting moments in MG's centenary celebrations in the UK and further afield.

The Duke of Richmond, founder of the Festival of Speed, said:

"Following the world debut of the striking Cyberster at the 2023 Festival of Speed, we are delighted that MG are returning to Goodwood this year to celebrate their centenary in style with their first Central Feature. It is set to be a fitting tribute to the first 100 years of one of Britain's oldest and most popular manufacturers, which has enjoyed a long association with Goodwood.

MGs were almost ever-present at the circuit from 1948-1966, and before that, my grandfather ran the MG team in the 1930s, winning the famous Double-Twelve Hour Race at Brooklands in 1931. He was fascinated by their light weight, simplicity and clever engineering – characteristics which still underpin the brand today. MG's 100-year history combined with their continuous drive for innovation, aligns perfectly with this year's

‘Horseless to Hybrid’ theme, which recognises the advances in technology and power that have shaped motorsport over the last 130 years.”

Guy Pigounakis, MG Motor UK Commercial Director, commented:

“One hundred years ago, MG pioneered the creation of the popular sports car, turning dreams into reality for millions of enthusiasts around the world. We’re still committed to that founding vision of delivering accessible, innovative, and truly engaging cars. The Cyberster underlines that commitment with a high-performance EV convertible which we hope will have the same impact as its much-loved forerunners.

The Festival of Speed is the perfect occasion to celebrate our heritage in our home market where the MG story began, whilst also providing a perfect platform from which to demonstrate the dynamic future of the brand on a world stage.”

To fire-up the partnership with the Goodwood Festival of Speed, the Cyberster was joined outside Goodwood House by one of its most famous predecessors, a beautiful 1964 Mk1 MGB Roadster with a 1.8 litre BMC engine. The two MG roadsters from different eras are both set to play a prominent role at the Festival of Speed.

MG will also return to the famous hill climb in 2024 and the company will announce further debuts destined for the Festival of Speed nearer the time.

More details will be released ahead of the event, which takes place at the Goodwood Estate, South Sussex, on the South Coast of England, from 11th to 14th July 2024. Tickets for the world’s largest automotive garden party are available from *goodwood.com* and the Ticket Office can be contacted on 01243 755 055.

About MG

Established in 1924, MG Motor boasts a storied legacy that spans almost a century. Our roots are deeply anchored in our maiden venture, the MG 14/28 Super Sports car, a

masterpiece crafted by the iconic Cecil Kimber. Steeped in innovation and fuelled by a commitment to the future, our focus has shifted electrifyingly towards envisioning sustainable and accessible mobility for all.

Today, our values are reflected in the MG4 EV, an award-winning hatchback which underlines our commitment to delivering forward-thinking, technologically advanced and exhilarating electric vehicles.

MG Motor’s dedication is simple yet profound: democratising mobility. Our diverse lineup, featuring petrol, electric, and hybrid vehicles, encompasses versatile hatchbacks, functional station wagons, and spacious SUVs, all brimming with cutting-edge technology.

Every MG vehicle is a testament to world-class design and is reinforced by our generous 7-year/80,000-miles manufacturer’s warranty.

Discover more about MG Motor, our range, and our expansive sales network by visiting our website at https://www.mg.co.uk/