



National Motor Museum's Racing pride exhibition celebrates the LGBTQ+ community in motor sport

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The National Motor Museum tells us:

(Photograph and all words from the National Motor Museum).

A new exhibition at the National Motor Museum at Beaulieu will explore hidden histories and signpost a way forward for more inclusivity in motorsport.

The Museum has worked with Racing Pride to showcase LGBTQ+ heritage and achievement in motorsport - a fascinating part of the history of motoring in Britain.

LGBTQ+ people have always been part of motorsport, but their stories have all too often



been hidden rather than celebrated. This exhibition shines a light on the unique personal journeys of LGBTQ+ individuals across motorsport disciplines from early trailblazers such as Roberta Cowell to heroes and role-models who are racing today.

‘Racing Pride: Celebrating the LGBTQ community in motorsport’ is in the In Focus Gallery at the National Motor Museum at Beaulieu, Hampshire from Sunday 9 February – Sunday 7 September 2025.

Visitors will be able to see images and objects that tell the story of the LGBTQ+ experience in motorsport from the 1930s to the present day. Archive newsreels dating back to the late 1930s show the historic perspective, with subsequent film footage – including that from Racing Pride and the organisation’s ambassadors – bringing the narrative up to date. The role models featured come from a wide spectrum of motorsport including karting, motorcycling, Formula One and stunt driving.

The exhibition recognises the crucial role of vocal, visible allies in creating a sport for everyone, from Formula One World Champions who have spoken up in support of the LGBTQ+ community such as Sir Lewis Hamilton and Sebastian Vettel, to motorsport’s global fan community. It tells the story of the rise of Racing Pride – the world-leading movement launched in 2019 which is championing LGBTQ+ inclusion through motorsport internationally from grassroots to Formula One.

Motor racing driver and Racing Pride CEO & Co-Founder, Richard Morris says, “Motorsport has a huge reach and by galvanising the sport to promote inclusivity, Racing Pride can inspire positive attitudes towards the LGBTQ+ community in society more broadly. This exhibition seeks to inspire all LGBTQ+ people who visit it that they are valid, they are valued, and they belong in our sport.”

This is the first time that the National Motor Museum has worked with an LBGTQ+ group to co-curate an exhibition. Senior Curator, Sarah Wyatt says: “We are delighted to collaborate with Racing Pride on this land-mark exhibition which is supported by the National Lottery



Heritage Fund. The Museum is committed to more inclusive and diverse programming as it looks to the future and the transformation of the exhibition spaces. Highlighting and celebrating LGBTQ+ heritage can be complex. Whilst some LGBTQ+ histories are overt and well-known, others are more obscure and speculative. The influence of the LGBTQ+ community on Britain's social, cultural, intellectual and economic spheres resonates throughout history and we are proud to present this exhibition".

About Racing Pride

Racing Pride is the leading international movement to promote and champion LGBTQ+ inclusion through motorsport and the broader associated automotive industry.

Launched in the UK in 2019 as the first sustained, structured initiative of its kind, Racing Pride has been crucial to starting and advancing meaningful conversations around LGBTQ+ inclusion from grassroots motorsport right up to the level of Formula One. Racing Pride has, so far, worked with 6 of the 10 Formula One teams. Racing Pride currently has partners, Ambassadors, Community Champions, and members across the UK, Europe, North America, and Australia.

Racing Pride aims to uplift, empower, support, and bring together LGBTQ+ people and allies through its core pillars of visibility, community, and education.

Find out more about Racing Pride at: www.racingpride.com