NEWS – BRITISH MOTOR SHOW 2020

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BRITISH MOTOR SHOW 2020 – to be held at Farnborough.

Story by Chris Adamson.

Plans have been announced to revive the British Motor Show name in August 2020 – but it is going to be very different to the last time an event with a similar name was held at the Excel Centre in London in 2008.

For starters ‘International’ has been dropped from the title and rather than London it is going to be held at the Farnborough International Exhibition Centre; also don’t expect to see the huge, all-singing all-dancing, budget-busting, car manufacturer stands of the past.

The event is the brain-child of motoring journalist Andy Entwhistle (pictured), who was most recently involved in promoting the London Motor Show, and is leaving a full-time positon as managing director of south coast based Blackball Media (who produce the Car Dealer magazine) to concentrate entirely on the show.



To date no car manufacturer has committed to the show and with only nine months to go to the doors opening the scope for attracting big name brands is tight.

The plans do feature alternative fuel and electric and hybrid vehicle displays and new and future technology but there are no specifics on it at this stage. There is also a two kilometre test track built into the airfield site for visitors to try out new models, should they be available.

However, Andy is promising lots of attractions for the family, such as classic cars displays (with outdoor club parking), supercars, famous film cars, automotive arts and crafts, a 6,000 square metre indoor live action arena, trade stands and a marketplace selling accessories and clothing, displays of previous World Cars of the Year, a dedicated kidszone and celebrity stage – all spread over five exhibition halls covering 40,000 square metres.

Outdoors there will be four acres featuring displays with a drifting and stunt car section, go-karting, mountain biking, Under 17s driving and space for other activities – the action events being co-ordinated by stunt driver and technical director Paul Swift.

Andy said: “I’m incredibly excited to announce that we’re bringing the British Motor Show back, which I could not have done without the great team behind me.

“This will be like no motor show that has been seen before, and our focus on past, present and future means there will be something for the whole family, as well as every petrol-head. I’m particularly excited about the technology hall where we will be able to get EVs and alternatively fuelled vehicles in front of the masses for the first time.

“At a time when the motor industry has taken a few knocks, I’m proud to be able to support the manufacturers and suppliers and give them a platform to really shout about their products and innovations. We are making the show accessible to everyone, including exhibitors. This is a new breed of motor show with an historic name, that will deliver something completely new, unique and utterly unmissable.”

The dates (20-23 August 2020) have been chosen to fall in the school holidays making it attractive to families and also because it is a month after the Farnborough International Air Show and two additional temporary exhibition halls will already be on site.

Car parking for visitors will be free but located on football and rugby pitches outside the site with shuttle buses ferrying people to and from the halls which will be a ten minute walk away.

Ticket prices have already been announced as £18.50 for adults and family ticket (two adults and two children) at £37. There will be a 25 per cent discount on early bookings which begin now and concessions for various groups.

More details can be found at www.thebritishmotorshow.live

