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'Simply' great rallies at Beaulieu this September

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As September arrives there are still 'Simply' rallies galore to enjoy at Beaulieu...

Beaulieu tells us:

(All words and photographs from Beaulieu).

Beaulieu is now over halfway through its Simply season, with just five more of the outstanding car rallies still to take place. So far, the series has showcased everything from rugged Land Rovers and powerful Fords to classy Aston Martins and elegant Porsches. Some of the most popular Simply rallies are still to come, featuring favourite marques that are sure to delight car enthusiasts and day-out visitors alike.



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Next on the calendar is [Simply French](#) on Sunday 14th September, inviting owners of all French vehicles to take part in this standout rally. From everyday favourites like Peugeot and Renault to more unusual classics such as Panhard and Facel Vega, there'll be plenty for fans to enjoy.



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A special highlight will be a 70th anniversary display celebrating the iconic Citroën DS, a car that was ahead of its time with a futuristic look and advanced technology, manufactured between 1955 and 1975.



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This event is shaping up to be a truly ooh la la celebration of French car excellence.

Following in its tyre tracks is a double Simply weekend, with both [Simply Audi](#) on Saturday 20th September and [Simply BMW](#) on Sunday 21st September. Always a fan-favourite, all Audi owners are invited to join the action, whether they drive a sporty TT, a family-friendly Q5, or even the head-turning R8. Also a highly-anticipated event, Simply BMW will see a wide variety of high-performance machines arriving through the Beaulieu gates. Visitors can expect to see a variety of personalised paint finishes, custom wheels and performance upgrades on display. As part of the event, there will be a special 50th anniversary display for the BMW 3 Series, with any generation of the model welcome to take part.



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'Simply Audi'.



'Simply BMW'.



The final September Simply rally will be dedicated to stunning Italian motors, as [Simply Italian](#), sponsored by [Hendy Fiat](#), takes place on Sunday 28th September. Everything from the compact city Fiat to race-ready Ferraris is welcome to join the rally, providing a diverse line-up for fans for Italian motoring. With a colourful lineup of vibrant motors on show, it's the perfect way to wave goodbye to September.



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Rounding off the 2025 Simply season is [Simply Smart](#), held annually on Remembrance Sunday, this year falling on 9th November. This rally always attracts a range of colourfully wrapped vehicles, from the ForTwo and the Roadster to the limited edition Crossblade.



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Smart owners and enthusiasts won't want to miss out on this lively celebration of Smart creativity and community spirit.



Anyone participating in any of the Beaulieu Simply rallies is in with a chance of winning the People's Choice Awards, as voted for by showgoers on the day. Voting closes at 1pm, after which the three finalists will be invited to park in the Arena for the prize-giving at 2pm. One overall winner will be awarded a trophy along with a selection of Beaulieu prizes, while the two runners-up will each receive a prize bundle as well.



'Simply Italian' line-up.

Both participant and visitor tickets for Simply rallies include full admission to the Beaulieu attraction. Showgoers can explore the new *Icons of F1* display, open until 2nd November, in the National Motor Museum, relive the cars from their past in the interactive display *We Had One Of Those* and discover the Palace House bedrooms opened to the public for the first time this year. Other great features include medieval Beaulieu Abbey, the Monorail, Secret Army Exhibition, the Brabazon Restaurant, and Little Beaulieu, the adventure play area.

Visit www.beaulieu.co.uk/events to explore Beaulieu's full events calendar, packed with even more motoring excitement, including the upcoming [International Autojumble](#) on



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Saturday 6th and Sunday 7th September, plus a brand-new rally hosted by show commentator OurTim, [VauxALL South](#) on Saturday 27th September.