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The Bluebird Legacy: A Century of Speed

Published: May 22, 2025

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Online version: <https://www.wheels-alive.co.uk/the-bluebird-legacy-a-century-of-speed/>



Celebrating Sir Malcolm and Donald Campbell's Record-breaking Achievements...

The National Motor Museum tells us:

Bluebird Chelsea, the renowned iconic restaurant, bar and café with deep roots in British motoring history, is proud to partner with the **National Motor Museum** and **The Campbell Family Heritage Trust** for a landmark celebration honouring one of the most legendary names in motorsport.

On Tuesday 16 July from 6pm, guests are invited to an unforgettable evening commemorating the centenary of Sir Malcolm Campbell's ground-breaking 150mph land speed record, achieved in 1925 at Pendine Sands behind the wheel of the mighty 350HP Sunbeam 'Blue Bird'. This historic feat not only marked the beginning of Britain's illustrious land speed record heritage but also laid the foundation for the legendary Blue Bird dynasty — a legacy carried forward by his son, Donald Campbell CBE.

Sir Malcolm Campbell, MBE (1885–1948), etched his name into the record books as the first



person to exceed 150 mph in a car and went on to set numerous world speed records on both land and water, earning his place as one of Britain's true Speed Kings. His son, Donald Campbell, CBE (1921-1967), fearlessly continued that legacy, setting eight absolute world speed records and achieving a feat that remains unmatched to this day: breaking both the land and water speed records in the same year (1964). Together, the Campbells epitomised British motorsport's spirit of fearless innovation and unrelenting pursuit of speed.

The evening will feature:

- A Champagne reception followed by a three-course dinner
- A rare opportunity to see the original 350HP Sunbeam Blue Bird on display
- A talk by Don Wales, record breaker and grandson of Sir Malcolm Campbell
- A silent auction hosted by the National Motor Museum

Tickets are priced at £150 per person. [Proceeds from the auction will support the work of the National Motor Museum Trust.](#)

Bluebird Chelsea was originally built in 1923 as the Bluebird Motor Company, famed for creating the car that inspired Campbell's record-breaking career. A century later, this venue remains a fitting location to celebrate a remarkable family legacy of speed, innovation and determination.

Lord Montagu of Beaulieu commented: "Marking the centenary of the first car to exceed 150 mph gives us an opportunity to spotlight one of the most historic cars in the National Motor Museum's collection. What's more, the 350hp Sunbeam is a classic piece of mid-1920s automotive design, which will look stunning at the Bluebird Restaurant.

I'm thrilled Don Wales will be joining us. He embodies the Campbell spirit and brings unique insight through both his family history and personal experience behind the wheel."



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In a nod to its rich history, Bluebird Chelsea has also returned to its original logo, celebrating its heritage with fond nostalgia. Martin Williams, CEO of The Evolv Collection adds "The Evolv Collection is committed to celebrating the rich heritage of our venues, especially the history of the Bluebird building and the incredible machines the Motor Company created all those years ago. It's an honour to collaborate with the National Motor Museum to bring the iconic 350hp Sunbeam back to the forecourt for one day only. As a tribute to the building's legacy, we have also reverted to the brand's original logo. The evening will be a celebration of the best of British - where great food meets the nation's engineering talent".

This partnership celebrates the pursuit of excellence and adventure — offering both car enthusiasts and diners the rare opportunity to experience a true piece of British automotive history.

To book at table for The Bluebird Legacy: A Century Of Speed, please visit the-bluebird-legacy-a-century-of-speed/ *

The event marks the start of centenary celebrations for Sunbeam 350hp, which can usually be seen on show in the National Motor Museum as part of a visit to [Beaulieu](#)

For more information please contact:

DandD@darbyandparrett.com

Further information:

*For tables of 10, bookings will need to be made by emailing RachelE@evolvcollection.com

About Bluebird Chelsea



As one of Chelsea's most iconic landmarks, Bluebird Chelsea (a Grade II listed building), graces King's Road with its timeless charm. Originally a hub for the Bluebird Motor Company, it underwent a remarkable transformation into a stylish restaurant in 1997. Bought by D&D London in 2006, Bluebird Chelsea's café, bar, and restaurant offer modern European cuisine and craft cocktails in a smart setting adorned with monochrome floor tiles, captivating lighting, and a terrace.

About The Evolv Collection

The Evolv Collection is a pioneering, premium hospitality group, founded by Sir Terrence Conran in 1991. Our portfolio includes the most iconic restaurants in modern history, homed in London, Birmingham, Manchester and New York. Every brand in the collection has its own heritage, distinctive character, offering and ambience. By striving for excellence through investing in our people, we drive a passion to deliver outstanding guest experiences.

About the National Motor Museum

The National Motor Museum Trust Limited is a charitable organisation founded in 1972, which runs the National Motor Museum at Beaulieu in the New Forest. Continuing the work of the flagship Montagu Motor Museum, the Trust has a world-famous collection of 250 vehicles and associated motoring items, which are on display in the National Motor Museum.

The nearby Collections Centre houses and cares for a vast array of motoring artefacts, photographic images, specialist reference library and film and video library.

For more information about its collection and services see
www.nationalmotormuseum.org.uk

Visitors to Beaulieu can enjoy a full day out with features including the ancestral Montagu home Palace House, 13th century Beaulieu Abbey, adventure play area Little Beaulieu, and



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grounds and gardens. Tickets can be bought in advance. For tickets or more information, see www.beaulieu.co.uk or call 01590 612345.

A full calendar of events and exhibitions is held at Beaulieu by the National Motor Museum, including Collection Centre Open Days, Classic Grille Evenings, Meet the Curator events and Transport Torques. Details are available at www.nationalmotormuseum.org.uk/events