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The National Motor Museum launches a new dynamic website

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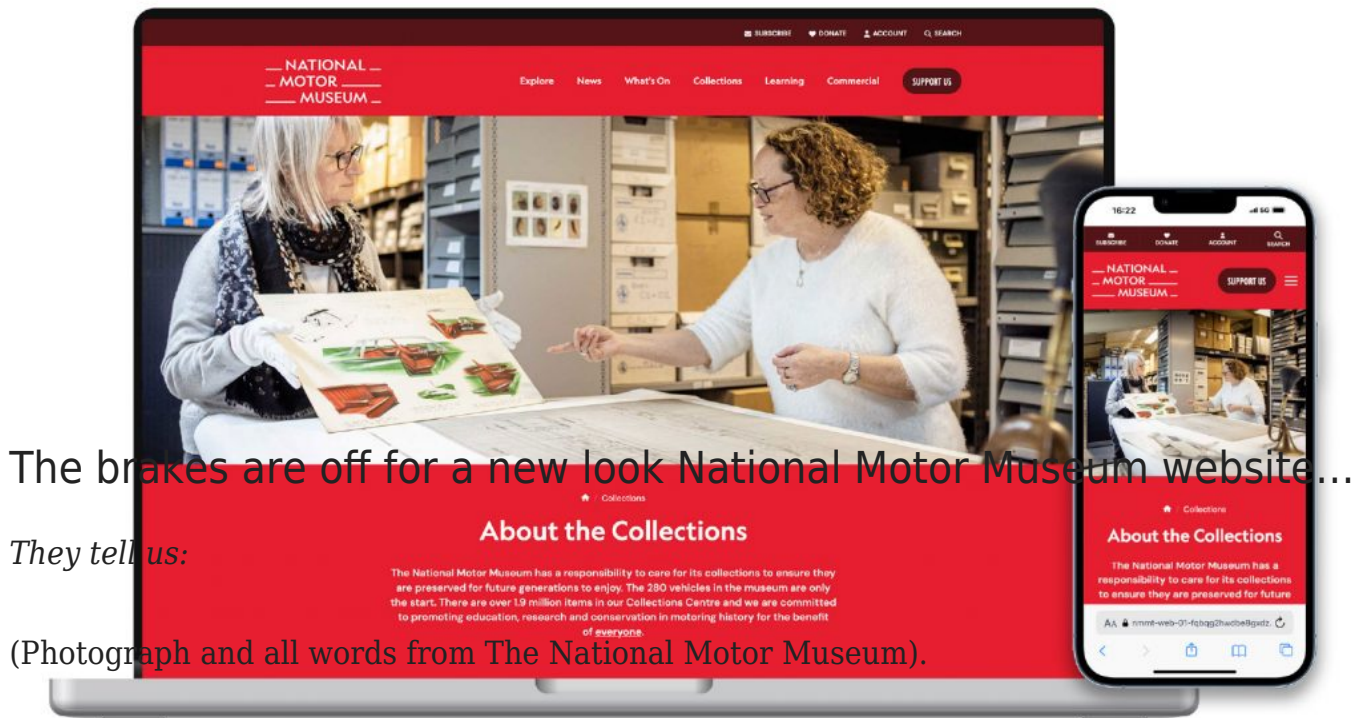
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The National Motor Museum has launched a brand-new website to enable motoring enthusiasts and history buffs world-wide to discover the story of motoring in Britain.

The new look website - www.nationalmotormuseum.org.uk - reflects the Museum's new brand identity and uses fresh new photography and pages of articles and inspiring multimedia content to share the Museum's famous collections of vehicles and motoring memorabilia.

Additional pages allow supporters of the Museum to discover more about its educational and restoration projects, enable the public to make online donations, to



book tickets for National Motor Museum events, and, before long, to join the Friends of the National Motor Museum Trust and the patrons of Beaulieu 100, and to create an account for easier renewal and updating.

Jon Murden, Chief Executive of the National Motor Museum says, "Our new website is a step-change in engaging with our audiences. Its fresh new presentation allows us to showcase our new brand and gives our supporters, potential visitors and enthusiasts access to a huge online resource."

The new website is integrated with the Museum's social media with links to a new Instagram account @nationalmotormuseum in addition to the Museum's own YouTube channel, X, BlueSky and LinkedIn social media streams.

Jon adds, "The Museum is proud of its heritage as one of the world's first motor museums. Refreshing our website is just the start of an exciting new journey; our website will develop its content as exhibitions in the museum at Beaulieu change and the museum itself is re-developed and transformed."

The National Motor Museum's new website was developed using the Umbraco Content Management System by the museum's team working with Southampton based web developers Semantic.

About the National Motor Museum

- The National Motor Museum Trust Limited is a charitable organization 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 grounds and gardens. Tickets can be bought in advance. For tickets or more information see www.beaulieu.co.uk or call 01590 612345.



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- 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