



Lord March to open Festival of Speed with run in iconic BMW 507

10th June 2016

Goodwood Festival of Speed founder, Lord March, will open this year's event by driving up the hillclimb course formed by his driveway in a beautiful 1957 BMW 507 sports car.

BMW is this year's Honoured Marque and the central theme of the 2016 edition of the Festival of Speed will celebrate the German manufacturer's centenary.

Lord March will complete the very first run up the 1.16-mile hillclimb at the start of the Moving Motor Show, part of the new Press & Preview day on Thursday, June 23.

The 3.2-litre V8-engined BMW 507 was driven by Hollywood stars Frank Sinatra and Elvis Presley in its heyday but only 252 were ever built.

With a top speed of 122mph, the 507 was beautifully hand-built and, while it was priced £3,200 when it was first built in '57, the rarity of the model now means that the example Lord March will drive up the hill is estimated to be worth around £1 million.

Lord March said: "I'm delighted that BMW has chosen to mark its centenary with us. Our magnificent central feature sculpture outside Goodwood House will celebrate BMW's sporting success and I will be honoured to drive one of the rarest, and most beautiful, BMWs ever built to open what promises to be a terrific show."

The BMW 507 and Lord March will take to the hillclimb track to open this year's Festival of Speed at 9am on Thursday, June 23.

(ENDS)

Editors Notes

The Festival of Speed will take place from 23-26 June 2016.

Tickets and hospitality packages are on sale with Saturday and Weekend tickets now completely sold out and Grandstand Packages only available on Sunday. More information is available via www.goodwood.com/tickets or via phone 01243 755055.

Staged every summer since 1993, the **Goodwood Festival of Speed** is the world's largest automotive garden party; set against the spectacular backdrop of Goodwood House in West

Sussex, UK. Over 600 cars and motorcycles spanning the phenomenal history of motoring and motor sport take part with some of the most legendary figures from the sport as well as international celebrities regularly attending. Highlights of the 2015 event, which took place on June 25-28, included the Moving Motor Show presented by the AA in association with The Telegraph, Forest Rally Stage, Michelin Supercar Paddock, Michelin Supercar Run, F1 paddock presented by Sky Sports F1, Drivers' Club presented by TAG Heuer, GAS Arena powered by TomTom Bandit, Cartier Style et Luxe Concours d'Elegance, Aviation Exhibition and Bonhams Auction.

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