



Media Information

MINI at Goodwood Festival of Speed 2026.

- Experience the MINI Street, featuring Paul Smith Shop, Countryman Farm Shop, Aceman Arms, and Deus x JCW Workshop.
- Both MINI x Vagabund Countryman show cars will be making their dynamic debut on the Hill-climb twice each day.
- All-new MINI Edition to be unveiled at the stand on Thursday morning.
- Goodwood Festival of Speed take place 9-12th July 2026.

MINI will present one of the most thrilling manufacturer stands at the Goodwood Festival of Speed 2026. The MINI Street will centre around four key elements – Paul Smith Shop, Countryman Farm Shop, Aceman Arms, and Deus x JCW Workshop. Each of these cornerstones align with current MINI models and collaborations from the last year.

Visitors to The MINI Street can start at the Paul Smith Shop, which is akin to Paul Smith's store in Covent Garden, London. The interactive 'colour wall' will allow guests to experiment with hundreds of colour combinations to suit their own style, whilst they can also use the photobooth to save their mementos from the festival. Sitting proudly in the Paul Smith Shop will be a MINI Cooper Electric Paul Smith Edition next to the original classic Mini Paul Smith car in the iconic Paul Smith stripes.

Meanwhile, Countryman Farm Shop will showcase MINI's British roots with traditional furnishings, an array of ice cream flavours available to buy, with a Nanuq White MINI Countryman Electric on display. For those visitors looking for an adventure, the exterior will feature an active climbing wall for them to try.

Visitors will then be able to make their way to Aceman Arms, which will become a working pub for the duration of the festival. A selection of alcohol, alcohol-free and

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soft drinks will be available for purchase, while guests can also enjoy playing darts on the interactive dart board. A British Racing Green MINI Aceman Sport will be on display at the centre of Aceman Arms.

Within the Deus x JCW Workshop, festival-goers can get up close to the 'Machina' as one half of the MINI x Deus Ex Machina show cars which were unveiled last year. Inside, attendees will have the chance to purchase a range of online items from the MINI x Deus Ex Machina lifestyle collection with a Festival of Speed-exclusive 15 per cent off discount code. Next to the 'Machina' show car will sit a MINI John Cooper Works in Blazing Blue with Red roof and accents.

Once again there will be a MINI Owners Lounge, where MINI owners can gain exclusive access to a private lounge using their vehicle key fob or MINI phone app. Here they'll be able to have elevated views of the festival and enjoy TV coverage of the hill-climbs.

Elsewhere on the MINI stand will be a MINI Aceman Monochrome, a MINI John Cooper Works Convertible, MINI Countryman featuring a rooftop tent, and a MINI Cooper Electric. Meanwhile sitting on the roof of the MINI Street, will be a MINI Cooper 5-door in Ocean Wave Green, a MINI Cooper Electric in Sunnyside Yellow, and a MINI John Cooper Works Electric in Legend Grey.

Guests will also be able to purchase a range of MINI lifestyle products at the BMW/MINI lifestyle shop, which is located between the MINI and BMW stands.

For those looking for action on the famous hill-climb, the entire MINI family will be taking centre-stage on Thursday, while both of the recently-announced MINI x Vagabund Countryman show cars will be making their dynamic debut on the hill-climb twice daily across the duration of the festival.

Additionally, there will a new MINI edition being unveiled on Thursday morning.

The 2026 Goodwood Festival of Speed takes place 9th – 12th July.

Ends

The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial

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services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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