



Media Information

30 June, 2026

BMW at the Goodwood Festival of Speed 2026.

- BMW to celebrate 40 years of the iconic BMW M3.
- UK debut of the BMW M Concept NEUE KLASSE.
- BMW M2 with M Performance Track Kit and BMW M3 Touring 24H to storm up the hill.
- The latest models from BMW will be on display, including the BMW iX5, BMW 7 Series and BMW i3.
- Historic racing cars from BMW Group Classic, including the Benetton BMW B186, to feature at the festival.

The 2026 Goodwood Festival of Speed will see BMW mark 40 years of the legendary BMW M3, alongside the UK debut of the BMW M Concept Neue Klasse. The BMW M2 with M Performance Track Kit and the BMW M3 Touring 24H race car will take to the hill, while visitors to the BMW stand will be able to see the latest models from the brand, including the new BMW iX5, BMW 7 Series and highly anticipated BMW i3. Meanwhile, BMW Group Classic will celebrate another 40-year milestone: BMW's final turbo-powered Formula 1 victory, achieved with the Benetton BMW B186.

Festivalgoers will be able to take a closer look at the BMW M Concept Neue Klasse, which celebrated its world premiere at the 24 Hours of Le Mans 2026. On display at BMW's stand - 'The Home of the Ultimate Driving Machine' – the concept showcases the new BMW M design language and signals a clear direction for the brand's future, combining expressive design with high performance and innovative materials.

The BMW M Concept Neue Klasse represents the next chapter in the M-typical blend of dynamics, agility and precision. The innovative BMW M eDrive drive concept, with four electric motors and BMW M Dynamic Performance Control, will elevate the driving experience and racetrack capability to a new level.

Storming up Goodwood's legendary hill climb will be the BMW M2 equipped with the new M Performance Track Kit - demonstrating enhanced agility, sharper handling and heightened on-track capability. BMW M Motorsport driver, Kelvin van der Linde, will also take to the hill in the extraordinary BMW M3 Touring 24H – fresh from its SPX class win and sensational fourth overall position at the 24 hours at the Nürburgring.

Visitors to the BMW stand can explore an exciting electric line-up, including the all-new BMW iX5, the new seventh-generation BMW 7 Series and new BMW iX3, which launched in the UK earlier this year. The fully electric BMW iX5, based on the sixth-generation BMW eDrive technology, features a new high-voltage battery concept with cylindrical cells and 800V architecture. On display, the new BMW i7 introduces a bold new Neue Klasse design language for BMW's luxury segment, with the brand's flagship saloon - the BMW i7 M70 xDrive - delivering a combined system output of 680hp for exceptional performance and rapid acceleration.

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Alongside these models, and ahead of its official global launch, the new BMW i3 50 xDrive will be on show for the first time in the UK. BMW's trailblazing all-electric saloon is its second Neue Klasse model and has already generated strong customer demand since its unveiling in March. This interest has resulted in customers having an early opportunity to place an order for the new BMW i3 50 xDrive First Edition– with its impressive electric range of up to 563 miles.

Building on the BMW i3 50 xDrive's comprehensive standard specification, the First Edition adds further standard-fit equipment. Based on the M Sport model, it includes M Sport exterior and interior design elements alongside features such as BMW Iconic Glow, the BMW 3D Head-Up Display and AC Charging Professional – increasing the AC charging rate from 11 kW to 22 kW. The BMW i3 50 xDrive First Edition is available to order now, priced from £57,905 OTR.

Alongside the latest vehicles, two legendary models from the BMW M3 lineage will feature on stand: the BMW E30 M3, first introduced in 1986 as a homologation special, and the limited-production BMW E92 M3 GTS, built in 2011. Together, they will celebrate 40 years of the BMW M3, each representing a defining chapter in the model's rich and vibrant history.

To start these celebrations, Thursday will see a special hill climb moment as one example from every generation of the BMW M3 will take to the 1.16-mile course in a one-off parade. Featuring a mix of privately owned vehicles and cars from the BMW UK Classic Fleet, the parade will showcase the evolution of one of BMW M's most iconic models.

BMW Group Classic will again contribute with a curated display of historic vehicles and celebrated racing drivers, marking two 40-year milestones: the BMW M3 and BMW's final turbo-powered Formula 1 victory, achieved with the Benetton BMW B186.

Bringing a selection of exceptional race cars to Goodwood, BMW Group Classic will showcase the BMW M3 GTR E46, driven by Dirk Adorf (GER), and the BMW M3 DTM E92, driven by Jens Klingmann (GER). They will be joined on the hill by the McLaren F1 GTR, powered by the legendary BMW S70/2 6.1 litre V12 engine, as well as a special collaboration partner - the BMW M3 Alpina E30, driven by Peter Oberndorfer (GER).

Completing the display, BMW Group Classic will present the fully restored 1986 Benetton B186 Formula 1. In its prime, the car secured BMW's final turbo victory in F1 at the 1986 Mexican Grand Prix, marking the first F1 win for both Gerhard Berger (AUT) and the Benetton team. The car will be driven at the festival by Christian Danner (GER).

Meanwhile, visitors to 'The Home of the Ultimate Driving Machine' can enjoy racing simulators, a BMW Motorrad rolling road and a series of live on-stand interviews hosted

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by Vicki Butler-Henderson. She will be joined by Frank van Meel, CEO of BMW M GmbH, alongside the designers and engineers behind the BMW M Concept Neue Klasse.

Visitors will also be able to learn more about the BMW UK's Driving Experience Programme. This exclusive programme has been designed to offer unparalleled opportunities for drivers to immerse themselves in the world of BMW M. Participants will benefit from expert tuition in advanced driving techniques, gaining valuable skills under the guidance of professional instructors, driving a range of BMW M cars and other models from the BMW Group product portfolio.

The Goodwood Festival of Speed is being held over four days from 9-12 July 2026.

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 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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