



Sponsored by

cinch

# THE BRITISH MOTOR SHOW

18th - 21st August 2022



*Classic Car Clubs and Owners Display*





# ***The British Motor Show 2021 Summary***

Thousands of car fans and families flocked to Farnborough as The British Motor Show returned in 2021. Declared a 'staggering success' by press and visitors, the show exceeded expectations across the board.

- Many visitors returned for 2, 3 or even 4 days, with the busiest day seeing over 17,000 visitors and putting Britain firmly back on the international motor show map.
- Featuring a mix of new, classic, supercars, driving displays and marketplace sellers, But unlike traditional motor shows, the event's interactive and live elements set it apart.
- Celebrity guests included Fuzz Townshend & Tim Shaw from Car SOS, TV presenters Mike Brewer & Vikki Butler-Henderson and YouTube sensation Yianni.
- Other big draws included the Live Arena featuring stunt shows, parachute displays, Car Football, supercars, classic cars and motorsport displays.

No other Motor Show has ever delivered such a variety of content, celebrity guests and live action.



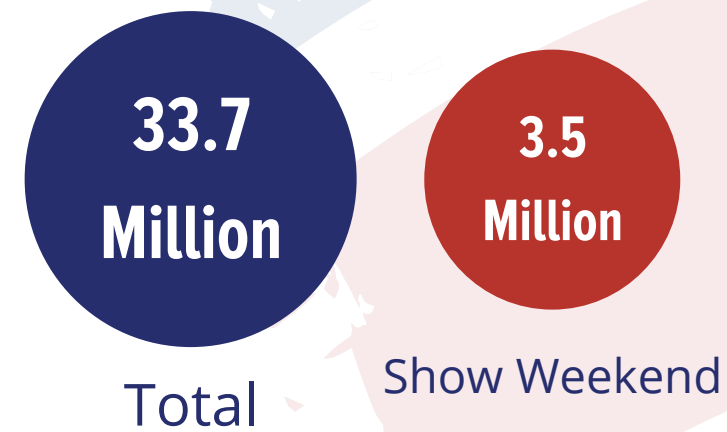


# 2021 In Numbers

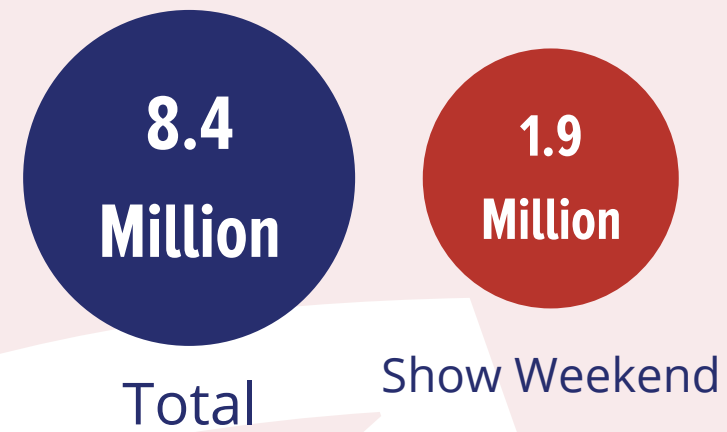


**Total visitors 46,792**

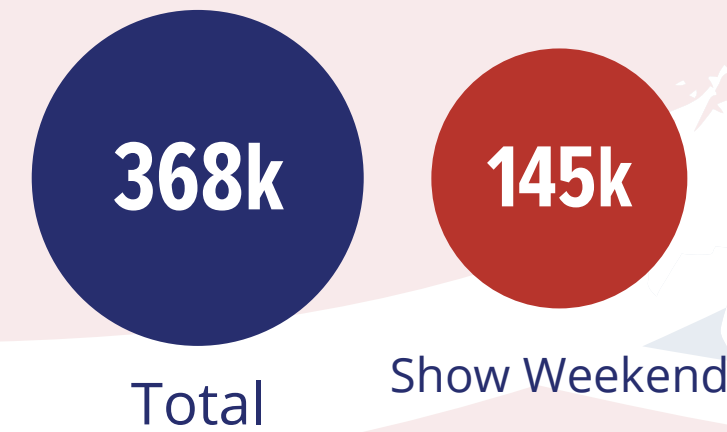
## Social media impressions



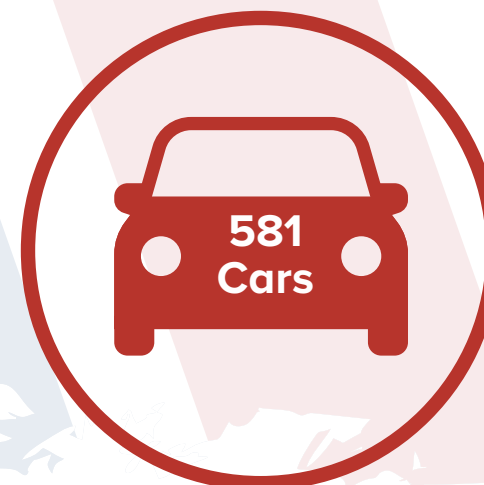
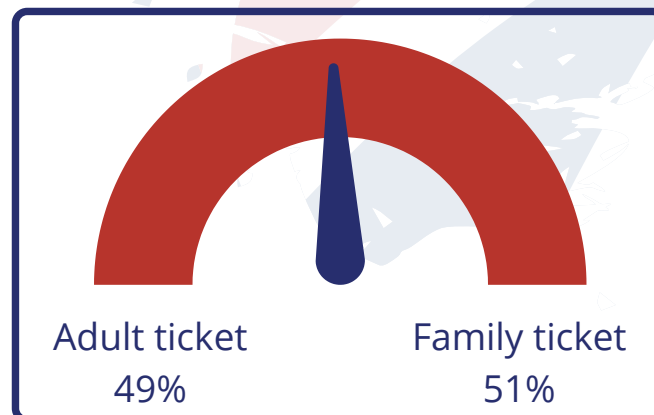
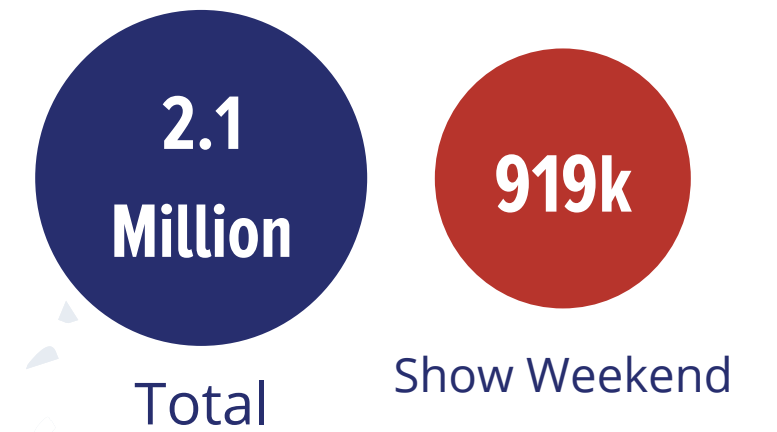
## Social media reach



## Post engagements



## Video views



**(Worth over £30 million)**



**Visitor demographic**  
**57% within 50 miles**  
**43% > 50 miles**



# ***The British Motor Show 2022***

- The biggest festival of automotive for car fans, car buyers and families in 2022
- A new concept in motor shows, delivering live content, new cars, classic cars, supercars and more
- Bigger, better and even more content
- 4 Halls of indoor exhibition space & 4 acres of outdoor display area
- A 4,000 sqm live display arena
- The Premier GT Supercar Paddock
- 70,000 visitors expected
- Featuring CAR SOS Live







# *Register Now*

With areas dedicated to classic cars and owners clubs, The British Motor Show will be showcasing our motoring heritage to those already devoted and delivering a new generation of car fan to your club and marque.

- Deliver a weekend your members will never forget at the biggest festival of automotive for car fans in 2022
- Associate your club with the most dynamic event of the year
- Make The British Motor Show the centre of your model or marque anniversary
- Applications from owners clubs and for the owners enclosure now being taken
- Space available for more than 50 clubs on a first come, first served basis
- Space available to participate in the Live Arena Classic car parades

[Register now here](#) or by email [exhibit@thebritishmotorshow.live](mailto:exhibit@thebritishmotorshow.live)







Sponsored by

cinch

# *2022 In Detail*



# 2021 In Pictures



Sponsored by

cinch



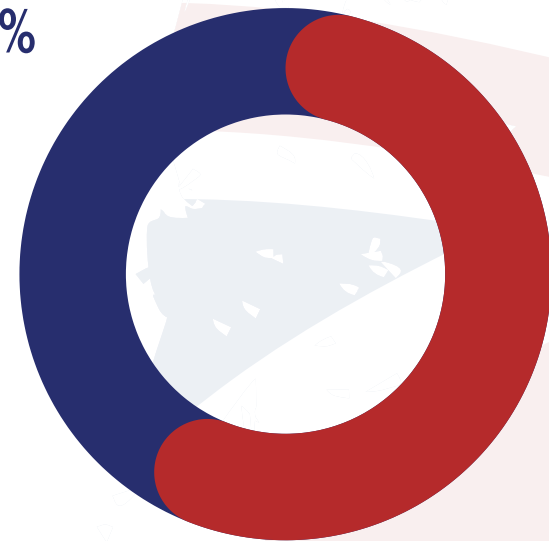


# 2022 Audience Demographic



## Visitor Type

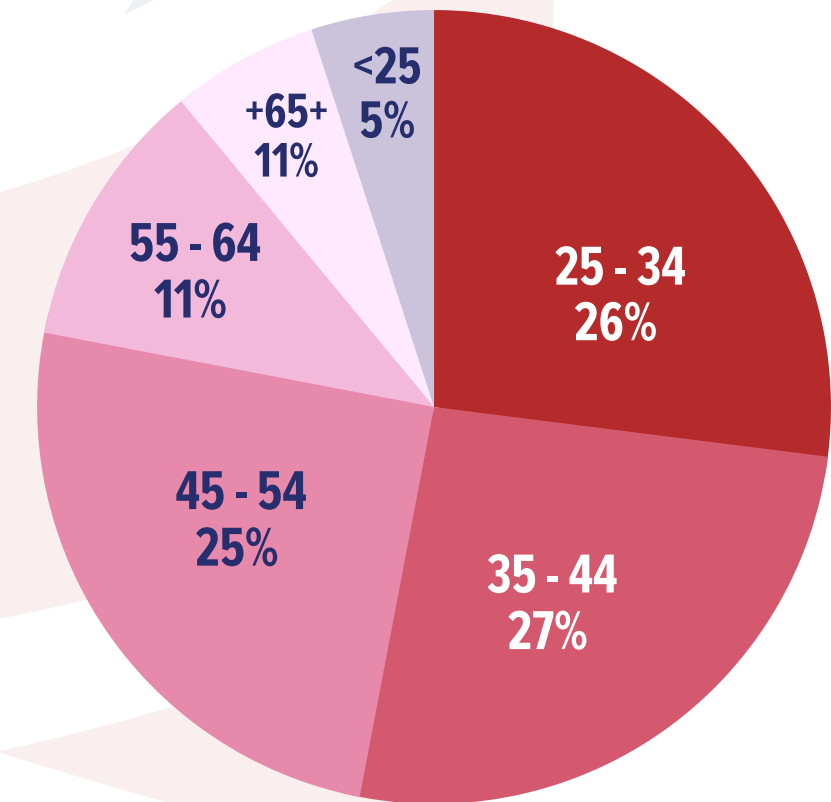
Adult - 40%



Families - 60%

## Ticket Buyer Age Profile

**70,000+**  
Expected Visitors



## Customer Type

**Car Lovers** – Content is designed to appeal to wide variety of car lovers throughout the UK.

**Families** – Drawn to the event for a “great day out” as a result of live content and dedicated experiences for children.

**Car Buyers** – Attracted by the content, the displays and the opportunity to test drive. The only way to experience such a variety of models in one place.

**Tech and EV fans** – The Electric Motor Show and Tech Theatre will appeal to those that are visiting the show to investigate the latest in automotive technology.

## Customer Demographic

**Male - 69%**

**Female -31%**

**Single Day Ticket - 95%**

**Multi Day - 5%**



# What's happening at the show



## The Latest Cars

Our new car halls focus on showcasing the latest cars. With manufacturers and suppliers on hand to answer all the questions guests might have about their next purchase. Featuring the latest cars on display for visitors to get up close and personal to.



## The Electric Motor Show

The Electric Motor Show is a dedicated show within a show. Showcasing, the latest electric vehicles and helping answer consumers' questions, Incorporating the Technology Zone, Automotive infrastructure and tech suppliers and the EV Alternative Drive expErience



## Driving Experiences

From the latest petrol, diesel, hybrid and electric vehicles to test drive to stunt drives and Sporting Bears supercar passenger rides, the show has a variety of dynamic driving experiences for everyone and anyone, including under 17 driving experiences.



## The Cinch Family Zone

The show isn't just for adults of course, and our family zone will ensure we have something to keep the younger car fans busy. With wrapping, painting, Go-Karting experiences and stage sessions just for the younger fans, this will be a day for the whole family!



## Retro Electric

Hosted within The British Motor Show dedicated to classic and older cars converted to electric. This is a rapidly growing industry and the UK are leading the world. We'll have owners' cars, converters and suppliers on hand to show off these amazing conversions and answer your questions.



## Premier GT Supercar Paddock

The Supercar Paddock is where you will find a collection of super-rare and super-expensive supercars. We will be offering visitors the chance to get up close to cars that they may well never have seen in the flesh, with an additional group of cars making a lot of noise in our Live Arena. For a true car lover this is a parade that will never be forgotten.



## Classic Cars & Owners Clubs

Our classic car areas will be filled with an amazing array of classic cars. Over 50 owners' clubs from around the country will be displaying their best cars. From muscular Mustangs, to fantastic Fords, awesome Alfa's and slinky Citroens, there will be something for everyone.



## The Nat Geo Live Stage

Hang out with some of the most famous faces in motoring, take part in a quiz or have a bit of fun? Hosted by Tim Shaw & Fuzz Townshend the stage will have celebrity interviews, quizzes, prize giveaways, panel sessions, product launches and more, sure to be packed throughout the weekend.



## CAR SOS Live

Meet the dynamic duo from CAR SOS along with all the support cast as we create CAR SOS Live, a unique feature only at The British Motor Show. With some of the most famous cars from the series on display, live workshops and fun and games for all the family.



## The Cinch Live Arena

Our Live Arena is where all the action will take place, from live stunt shows, Car Football and supercar displays, to group tests and classic car parades. The Live Arena will be stuffed with action and fun from start to end, including a very special opening display



## The IMI Tech Zone

The IMI Tech Zone will be packed with the latest tech suppliers, including the **IMI Tech Theatre**, delivering a variety of car buying, career and technical advice, helping visitors understand the latest automotive tech in easily digestible sessions. With experts on hand to help educate and inform

## Plus Loads More



# New for '22

We're taking the successful formula from 2021 and expanding even further to add more content, more fun, more education and more entertainment, including;



## Motorbikes

A popular request in 2021. We'll be introducing a dedicated Motorcycle zone in hall 2 featuring the latest motorbikes, scooters and ebikes, along with classics and custom bikes.



## Motorhomes & Campers

Motorhomes and Camper vans are seeing a huge surge in popularity, we'll be bringing the latest in luxury motorhomes and cool campers to the show for 2022



## Electric Ride Experience

Expanding on our 2021 electric scooter feature, we'll be offering visitors a dedicated area to try out the latest e bikes and scooters in a safe and controlled environment.



## Kit Cars

In conjunction with one of the most respected Kit Car magazines in the UK we'll be creating a dedicated area to help showcase all that the kit car industry has to offer to visitors.



## Karting Experiences

Karting is as popular as ever and we'll be offering taster sessions and demonstrations from some of the UK's brightest Karting stars and future F1 talent.



## Automart

We'll not only be offering public and retailers the opportunity to display their classic vehicles for sale at the show. We're also teaming up with a partner to offer visitors the chance to get their vehicles valued and even sold at the show, what better way to help consumers buy their next dream car.

**Plus More To Be Announced**



# Enhanced for '22

We're not a team to rest on our laurels. So, we're taking the hugely successful formula from 2021 and refining it further. All the content from 2021 will return with additional focus on;



## More Cars

We will be building an additional hall for 2022, increasing indoor expo space by over 30%, offering space for even more cars and even more exhibitors



## More Catering

A new catering supplier will be bringing improved catering, including more outlets, more variety and less queues



## More Test Drives

Expanding on the success of 2021 we'll be increasing the hugely successful Test Drive feature to include more cars and more manufacturers.



## More Motorsport & Modified

We're expanding the popular motorsport area and doubling the size of the modified car zone to showcase the diversity of motorsport in the UK.



## More Career & Education

Following a surge in positive feedback we're expanding our careers Zone and incorporating more automotive career content into the Tech Theatre, reinforcing our commitment to education and supporting the UK automotive industry



## Even More For the Kids

With more space and more content aimed at youngsters we're making The British Motor Show the perfect day for the whole family.



# Draft Site Plan - 2022



Sponsored by  
**cinch**



Sponsored by  
**cinch**



 [www.Automotion.live](http://www.Automotion.live)

# AUTOMOTION

EVENTS

## GET IN TOUCH

**Automotion Events Ltd**

Exhibit@thebritishmotorshow.live

Tel: Andy - 07775 901649

Simon - 07872 650282