

MOTO FEST COVENTRY

Sponsored by

e.on

A WEEKEND OF
NON-STOP CULTURAL
CELEBRATION AND
MOTORING MADNESS

WHAT'S ON!



POWERED BY
QR-K-EE SCAN
ME!



1 > 2
June
2024

OFFICIAL EVENT GUIDE

WELCOME TO MOTO FEST.

SPONSORED BY *e-on*

MotoFest is excited to welcome you to the UK's largest free automotive festival in the heart of the motoring city of Coventry. Immerse yourself in the fun, music and culture, family activities and food village all while soaking up Coventry's history and heritage.



We have loads of activities for our younger audience including Scalextric and race simulators on the E.ON stand, mini Rovers experience, inflatables and fairground rides. Children can also vote for their favourite Concours vehicle in the Cathedral Ruins.

WHAT'S ON

Our classic and modern car and bike displays celebrate the past, present and future of motoring throughout the city centre.

Be there early on Saturday to witness hundreds of motorcycles ride into the city, opening the event with a lap of the Sprint Circuit. On Sunday, experience One Big Alarm's "wake-up call" with a parade of emergency vehicles.



WHAT'S ON...

AT MOTOFEST

MotoFest is about bringing people together and celebrating the industry that moves us. Alongside our static displays there is plenty going on, so we are confident everyone will find something they love.



Coventry Transport Museum is offering free entry throughout MotoFest weekend. See the awe-inspiring BloodHound LSR replica up close on Saturday and view the original in the museum. There will be children's activities over the weekend and a special cycle and motorcycle display on Sunday.





2024 IS NOT JUST A BIG YEAR FOR US,
HERE ARE SOME OTHER AUTOMOTIVE
GREATS CELEBRATING THIS YEAR



50

YEARS OF THE COVENTRY
RING ROAD



50

YEARS OF TRANSPORT DESIGN
AT COVENTRY UNIVERSITY



70

YEARS OF THE
JAGUAR D-TYPE



90

YEARS OF THE
VINTAGE SPORTS CAR CLUB

INNOVATION

AT MOTOFEST

Dedicated to celebrating the past, present and future, the festival has plenty of attractions for the automotive enthusiast. Start your visit with E.ON in the Innovation Zone on Greyfriars Green.

Learn about sustainable motorsport with Extreme E and FIA World RX celebrity driver Kevin Hansen and test your skills on the Veloce racing simulators.

Take a look at the latest electric vehicles with Volvo, KIA, Lexus, Toyota and Ford. In the Innovation Arena, try

out future transport solutions with TfWM, WMG, Coventry University and many more. PAVE UK brings interactive robot and gaming activities to introduce self-driving technology to you.

Look up to the sky for displays of the latest drone technology.



MUSIC AND CULTURE

AT MOTOFEST

There is a lot more to MotoFest than just cars and motorcycles.

Stop and listen to local artists throughout the day or take a ride on the fairground.

Why not have your favourite car drawn as a continuous line drawing by Pop Bang Colour or do some shopping in the city centre.

*Do a bit of everything.
Do MotoFest your way.*



SCAN TO CHECK OUT THE
FULL MUSIC LINEUP

BBC INTRODUCING STAGE

Running until midnight on Saturday, and 5pm on Sunday join us for the best new music from across the Midlands with the BBC Introducing Stage. Fast-rising Saturday night headliners, IDestroy, bring their energetic punk rock riot to Coventry with this brilliant free gig.

IDESTROY



INTERNATIONAL STREET FOOD

Next door to the BBC Introducing Stage, get refuelled with the best hand-

picked international street food, and refreshed with our American School Bus bar.

LIVE MOTORSPORT AT MOTO FEST

MotoFest roars to life with our live motorsport. Check out the four motorsport zones across the festival.

- The Sprint Circuit
- The Drift Arena with Crewsade
- The AutoTest Arena
- The Historic Karting Arena

All operating 10am - 5pm
Check the map for the locations



SCAN TO FIND OUT MORE



COVENTRY CONCOURS



A big thank you to our Coventry Concours sponsors.

Coventry Concours is the MotoFest take on a Concours d'Elegance competition. Head to the Cathedral Ruins for the finest examples of Coventry Cars throughout the decades. Partner with our celebrity judging panel by voting for the People's Choice and Children's Choice winners.



The Association
of Heritage
Engineers

ADE
Anthony D Evans Insurance

COVENTRY
CONCOURS

**MOTO
FEST**
COVENTRY

Sponsored by

e-on



1500

CARS



500

MOTORCYCLES



50

RING ROAD
YEARS



5

LIVE ACTION
ZONES



3

MUSIC STAGES



2

DAYS



1

INCREDIBLE
WEEKEND



FOLLOW US

@CovMotoFest #CovMotoFest

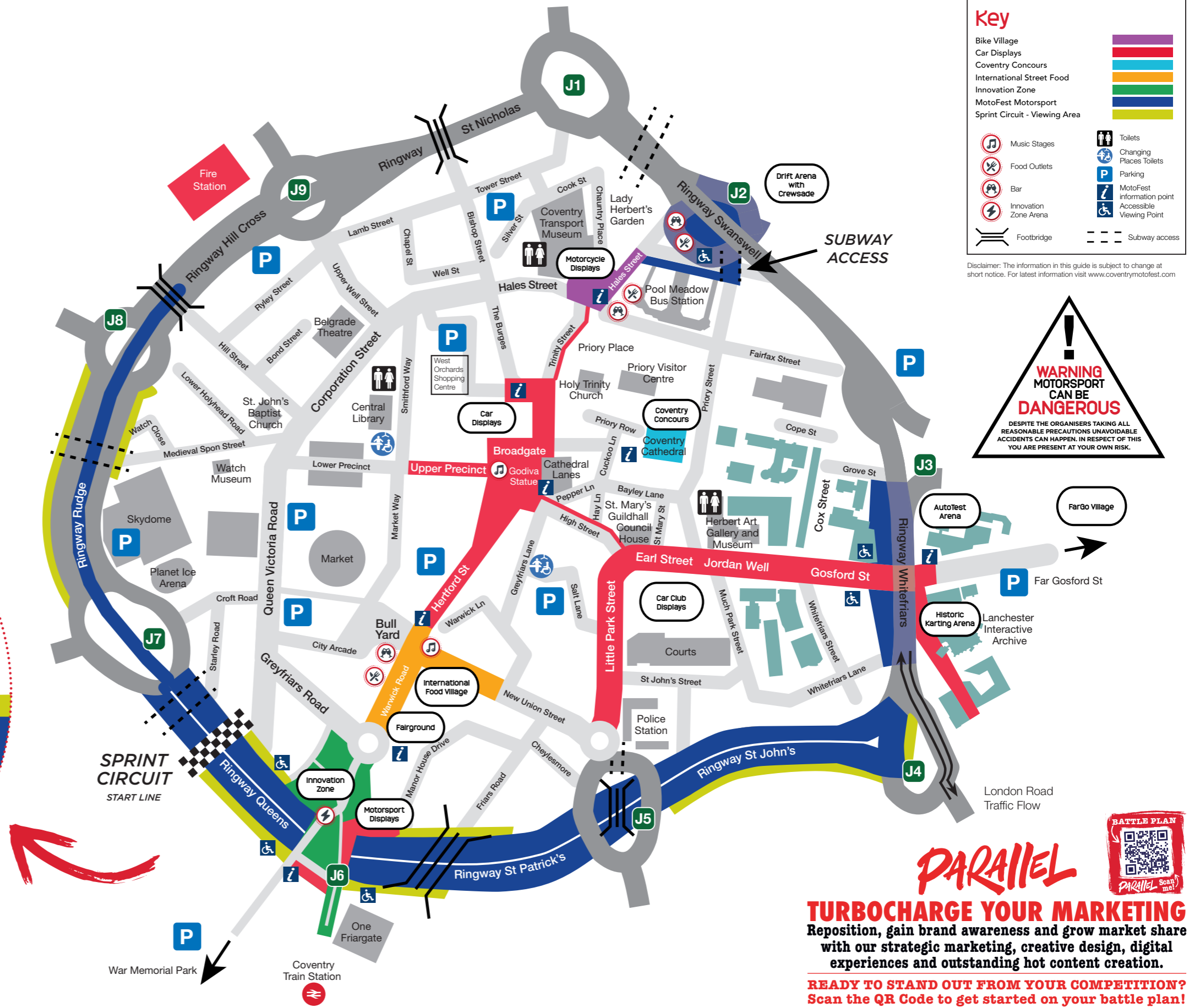
More information at coventrymotofest.com

PARALLEL

Designed and printed by
parallel-creative.co.uk



Scan here for live event information



PARALLEL

TURBOCHARGE YOUR MARKETING

Reposition, gain brand awareness and grow market share with our strategic marketing, creative design, digital experiences and outstanding hot content creation.

READY TO STAND OUT FROM YOUR COMPETITION? Scan the QR Code to get started on your battle plan!

Strategy • Branding • Marketing • Web • Video • Photography • Drone • Content Creation

