

NEW FAMILY ATTRACTION ‘THE SILVERSTONE EXPERIENCE’ TO OPEN AHEAD OF BRITISH GP

- Official opening date set for 9 July 2019 following £20m project at the Home of British Motor Racing
- National Lottery Heritage Fund support sees WW2 Wellington Bomber hangar fully restored to host interactive exhibitions
- Visitor attraction will engage minds through motorsport with incredible stories and unique objects from the past and present

Under embargo until 09:00, 30 April 2019: Brand-new family attraction The Silverstone Experience today announces that it will open its doors to the public on 9 July 2019, just days before the Formula 1 Rolex British Grand Prix 2019.

The STEM-focused visitor attraction, whose mission is to ‘engage minds through motorsport’, will take families and motorsport fans on an interactive 2.5hour journey through the past, present and future of British motor racing.

Sally Reynolds, CEO of the Silverstone Heritage Limited charity, says: “After seven years of hard work we are tremendously excited to announce that we will open the doors of The Silverstone Experience to the public on 9 July. It is a perfect time to unveil our family attraction: the Home of British Motor Racing will be buzzing during the build up to the Formula 1 Rolex British Grand Prix 2019 and families will be gearing up for the long summer school holidays.

“We can’t wait to see the hangar filled with families and motorsport fans who will be able to climb into a grand prix car, practice their skills as an RAF pilot and sit in the village pub! We know they are going to be bowled over by all the interactive exhibits and thrilled by our surprise immersive end show.”

The £20million project has seen the rescue and refurbishment of a Second World War Wellington Bomber Hangar at the entrance to the Silverstone Circuit.. A grant of £9.1million was awarded to the initiative by The National Lottery Heritage Fund, which has praised its unique and inspiring blend of sport, science and history.

Sir Peter Luff, Chair of The National Lottery Heritage Fund said: “The National Lottery Heritage Fund has an incredible track record when it comes to funding projects that will inspire future generations of engineers and scientists across the UK. We’re delighted that our funding for The Silverstone Experience will continue to do just that, whilst also highlighting some of the incredible feats in British motorsporting heritage that this iconic venue is home to.”

Key historic exhibits include Barry Sheene's 1979 Suzuki RG500, with which he battled against Kenny Roberts at Silverstone in one of the most memorable races of 1970s, and Nigel Mansell's British Grand Prix-winning Williams FW14B from 1992. More recent vehicles include the RB6 Red Bull with which Mark Webber took the chequered flag in the 2010 British GP and Maverick Viñales' podium-placed 2017 Yamaha YZR-M1 MotoGP bike.

The Silverstone Experience is also the new home of the British Racing Drivers' Club archive, including programmes, time sheets and signing-on documents from the 70 years of motor racing history at Silverstone. The initiative has been supported by a host of racing stars including Murray Walker, Mark Webber, Nigel Mansell, Martin Brundle and Sir Jackie Stewart, with Prince Harry, Duke of Sussex, sitting as its Royal Patron.

The attraction has been over seven years in the making, with Sir Stirling Moss an early supporter. "There is a huge amount of history and heritage to archive and preserve, and to house it all together on display for people to enjoy is a fantastic idea," he said when the project began.

Located centrally just an hour from London and sitting on the Northamptonshire/Buckinghamshire border, tickets are already available to pre-order at www.silverstone-experience.co.uk with popular time slots during the summer holidays already selling out.

– Ends –

For all press enquiries, high resolution imagery or to arrange media passes to visit The Silverstone Experience please contact:

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Notes to editors

About The Silverstone Experience:

A brand-new family attraction located at the Home of British Motor Racing, The Silverstone Experience takes visitors on a thrilling 2.5hour journey celebrating the past, present and future of Silverstone. Fascinating stories of human endeavour, great sporting rivalries and engineering innovation are told using state of the art interactive displays and iconic film and imagery that will appeal to and entertain all age groups. Open 364 days of the year and situated at the main entrance of Silverstone Circuit, tickets are allocated in time slots and customers are encouraged to book early to guarantee their preferred date.

Silverstone Heritage Ltd (SHL) is the independent charity responsible for taking the Silverstone Experience project forward. The Silverstone Circuit is owned by the British



Racing Drivers' Club (BRDC) which is responsible for maintaining and operating the only circuit currently licensed to run a Grand Prix in Great Britain. It does this through its wholly owned subsidiary, Silverstone Circuits Ltd. The British Racing Drivers' Club is a company, limited by guarantee. All profit from its activities is re-invested in the circuit or facilities and to support the development of young drivers. The BRDC has gifted the land (and hangar building) on which the Silverstone Heritage Experience will be built to Silverstone Heritage Ltd by way of a long lease on a peppercorn rent.

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About The National Lottery Heritage Fund:

Using money raised by the National Lottery, we **inspire, lead** and **resource** the UK's heritage to create **positive and lasting change** for people and communities, now and in the future. www.HeritageFund.org.uk.

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