



EMBARGOED UNTIL 10:00 (GMT), MONDAY 9 FEBRUARY 2026

MOTORSPORT EXPO TO LAUNCH AT EXCEL LONDON IN 2027

- Capital gears up for **Motorsport Expo**, a brand-new three-day motorsport exhibition and live experience, featuring a **3,000-seat Live Action & Experience Arena**
- Built for industry, competitors and the wider motorsport community, **26–28 February 2027 at Excel London**
- Co-located with Car Culture UK across the weekend (**27–28 February**), bringing motorsport and modern car culture together at Excel London
- An industry steering group is being formed to guide the show’s content and experiences for 2027.

London, UK (9 February 2026) – Motorsport Expo will take place at Excel London from 26–28 February 2027, introducing a new, dedicated event focused entirely on motorsport. The show will bring together racing professionals, teams, suppliers, clubs and engaged audiences to network, build partnerships and explore future developments across the UK’s world-leading motorsport ecosystem.

Motorsport Expo arrives at Excel London – also home to the all-electric Formula E series – bringing together teams, suppliers, clubs, partners and audiences for three days dedicated to modern motorsport. At the heart of the event is a 3,000-seat Live Action & Experience Arena, designed to deliver high-energy demonstrations, feature sessions and live moments across the three days.

Across the exhibition floor, vehicle displays and content stages will spotlight innovation and insight, with speaker sessions, workshops and networking designed to help teams, engineers, suppliers, sponsors and media connect, collaborate and stay ahead of what’s next.

A motorsport-only event, co-located with Car Culture UK

In addition, Motorsport Expo will run alongside Car Culture UK, a separate event focused on modified and aftermarket vehicles. Visitors will be able to choose which event to attend, or access both.

Both events are owned and promoted by CarShowCo, an experienced event organiser behind The Replica & Self-Build Festival, Curated On Track and Full Send.

Simon Bennie, Managing Director of CarShowCo, said:

“The UK is at the heart of a multi-billion-pound motorsport industry. We have seen for some time now that there is clear demand from those in the sport – and those who follow it – for a dedicated motorsport show that champions the network of businesses, clubs, teams and drivers that make the UK such a strong player across every sector.”

To help shape the programme and event direction, the organisers are forming an industry steering group, bringing together respected figures from across the motorsport spectrum to guide content and experiences for 2027.

Event features

Motorsport Expo 2027 will include:

- 3,000-seat Live Action & Experience Arena featuring on-track demonstrations and live content across the three days
- Vehicle displays showcasing formula and touring cars, endurance racing machinery and motorsport technology
- Industry networking opportunities for teams, engineers, suppliers, sponsors and media
- Panels and workshops with speakers from across motorsport and engineering disciplines
- Motorsport marketplace offering suppliers, manufacturers, services, and merchandising

Visitor information

Tickets will be priced from £25. Full ticket options and the on-sale date will be announced in the coming months. To receive priority access to early bird offers and event updates, register your interest at www.Motorsport-Expo.com.

Motorsport Expo takes place from 26–28 February 2027 at Excel London, which is easily accessible by public transport and offers on-site parking. Excel is served by the Elizabeth line (Custom House) and the DLR.

Excel London has hosted the FIA Formula E World Championship since 2021 using the world’s only indoor/outdoor circuit, as well as the Formula 1® Exhibition, alongside major automotive launches, activations and events in its 25-year history.

Dates and venue

26–28 February 2027
Excel London

Get involved

Exhibitor and partnership enquiries are now open. Businesses, teams, clubs and suppliers interested in participating can register their interest via www.Motorsport-Expo.com to receive the exhibitor pack and launch updates as they are released.

- ENDS -

NOTES TO EDITORS:

Media and commercial enquiries:

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Motorsport Expo is led by Event Director Ben Whibley, who brings extensive experience in the UK motorsport show sector, having created MotorsportDays LIVE at Silverstone and led the delivery of major industry events across automotive, business and consumer markets.

About Motorsport Expo

Motorsport Expo is a new annual motorsport exhibition and live experience taking place at Excel London from 26–28 February 2027. Bringing together industry, competitors and enthusiasts, the event will feature a dedicated motorsport exhibition hall alongside high-energy live features — including a 3,000-seat Live Action & Experience Arena — designed to showcase the cars, technology, people and experiences shaping the future of the sport.

For updates and ticket news, register at: www.Motorsport-Expo.com

About Car Culture UK

Car Culture UK is a new annual event celebrating the people, builds and brands shaping modern car culture — from modified and performance vehicles to detailing, tuning, audio, design and community. Co-located with Motorsport Expo at Excel London from 27–28 February 2027, Car Culture UK is designed for enthusiasts who live and breathe cars, with a programme built around discovery, creativity and live experiences.

For updates, register at: www.carcultureuk.com

About CarShowCo

CarShowCo is an events business focused on creating large-scale live experiences for automotive and motorsport audiences. The team works with partners, brands and communities to deliver modern, content-led formats that connect exhibitors with engaged audiences through exhibitions, live features, experiences and year-round digital storytelling.

Learn more at: www.carshowco.com