

PRESS KIT

AUTOWORLD BRUSSELS  
PRESENTS

# So British!

CARS & LIFESTYLE



THE MAJOR END-OF-YEAR EXHIBITION  
FROM FRIDAY 13 DECEMBER 2019 UNTIL SUNDAY 26 JANUARY 2020

The end-of-year biennale exhibitions at Autoworld have become an unmissable experience, not only for vintage car fans but for all those who are nostalgic for a certain era. They are an occasion when beautiful bodywork and high-end cars – even the average person's cars – are brought back to life in a fabulous setting, ambience, and decor.

« So British! » is the 6th major end-of-year exhibition of Autoworld after « Bugatti 100 », « Belgian Racing Legends », « Ferdinand Porsche », « Italian Car Passion » and « American Dream Cars & Bikes ».

After having brought its visitors to the United States and Italy, Autoworld is crossing the Channel and taking us to the heart of London with its traffic – for once at a standstill ☺ – and its backstreets, in which the automotive treasures of the past are hidden, to its Crescents, and in this festive period, the small shopping streets with their trendy window displays...

England has given birth to great monarchs, entrepreneurs, and artists – and it also saw the apogee of the great car manufacturers.

So British! offers a magical immersion in the world of one of the nations that has seen the birth of an impressive number of mythical automobiles!

## Rendez-vous dans l'Angleterre des années '50 à '70.

1950 – 1970.

A golden age for the British car industry, which saw an impressive number of mythical cars! Today, most of them have disappeared or are under the management of foreign and international groups...

So British! revives and gathers all the British brands – current, vintage, or that have disappeared – at the Autoworld Museum, in a typical London 'Christmas shopping' atmosphere.

So British! showcases the British art of living with fifty mythical, post-war British cars.

## The British way of Life

'The British way of life' underlies the whole exhibition.

In this festive end-of-year period, the whole museum has been transformed into a traditional Christmas shopping experience with beautiful decorations, a giant Christmas tree, Christmas window displays set amid the decor, and a shop selling many gifts that will delight young and old.

Those who know London know that the British have no reluctance in bringing out their beautiful old-timers or their supercars; the most modern and exclusive cars rub shoulders with popular and vintage cars. This is why 'So British!' delightfully brings together everything a petrolhead could dream of!

Reaching the museum's mezzanine, the visitor finds themselves in a decor that recreates Piccadilly Circus and its traffic in 'pause' mode. No chronological order or alignment by brand... the cars are placed, as they would be in the English capital, in a funny mix of genres.

## Reviving brands that have now disappeared!

More than 50 mythical English cars from the post-war period – including rare and high-end vehicles – will be installed in this London decor.

There will not only be all the existing brands – Aston Martin, Bentley, Jaguar, Land Rover, Lotus, McLaren, Mini, and Rolls-Royce – but also those that are now just a memory to British car lovers.

Brands that disappeared a long time ago that few people had the chance to see 'in real life'. For example, a Gordon Keeble of which only 99 were made, or even a Jowett Javelin or a Marcos... Not to mention Saloon cars which are so typical of the British style!

You will also be pleased to find Austins, Bristols, Hillmans, Humbers, Jaguars, MGs, Singers, Triumphs, and even Vauxhalls, to mention but a few.

After the war, all these brands were much loved in our country and those who could afford a Sunbeam, Singer, Humber, Hillman, or Vauxhall were among the lucky few.

## Sporty and exclusive

Austin Healey, MG A and MG B, Triumph TR... Beautiful Aston Martin, Jaguar XK, and, of course, the e-type which Enzo Ferrari said was the most beautiful car in existence... More sporty – a Lotus, a Bristol... All these cars at the forefront of 1950s and 1960s history will tell their own anecdotes of a bygone era.

## A Black Box for a handful of supercars

Supercars are on their own level. These outstanding cars are placed in a showcase: a 'Black Box' outside the London time and space. No more than five or six cars... but what cars! The McLaren, Jaguar, Bentley... among others...

## British motorbikes

The British countryside – the valleys of Kent and the hills of the Highlands – should be enjoyed on legendary motorbikes. Brough Superior, Norton, Triumph, Velocette, Vincent... are a few of the brands that deserve their place in the exhibition.

## Our partners' cars

So British! is broadly supported by all the British car brands that still exist. These partners' historic cars will, of course, be on display in the exhibition – and you can catch a glimpse of their latest models showcased on the museum's ground floor.

We would like to thank: Aston Martin, Bentley, Jaguar, Land Rover, McLaren, Mini and Rolls-Royce.

## Shopping at Autoworld

When they leave the museum, visitors will go through the shop where a great many souvenirs are available: from miniatures to fun little gadgets such as mugs, USB sticks, keyrings, and much more. Not to mention our partners' great merchandise, an Autoworld sweater, the exhibition catalogue written by Bart Lenaerts, the exhibition poster, books, DVDs, etc.

## Practical Infos

### Place:

Autoworld Brussels, Esplanade du Parc du Cinquanteaire 11 Jubelpark, 1000 Brussels (metro Merode)

### Opening hours:

Every day 7/7 from 13/12/2019 to 26/01/2020 (even on Mondays, on December 25, 2019 and on January 1, 2020) from 10 am to 5 pm (from 10 am to 6 pm during the week-ends)

### Entrance fee (\*):

- Adults: € 14€
- Seniors: € 12
- Students: € 10
- Children between 6 to 11 year old: € 6
- Child < 6 year: free
- Disabled: € 10

Ticketing online possible

(\*) entrance fee to the exhibition includes the visit of the permanent collection of the museum

### Visitor's Infos:

Websites: [www.sobritish.be](http://www.sobritish.be) - [www.autoworld.be](http://www.autoworld.be)

Phone: +32 2 736 41 65

Facebook: Autoworld Brussels

Twitter: #SoBritish@autoworld

Instagram: Autoworld\_Brussels

### Press Officer:

Patricia Raes, [p.raes@autoworld.be](mailto:p.raes@autoworld.be), +32 476 34 42 04