

# Cartier Shines at Goodwood



Engines primed and bonnets waxed, the great and good arrived at Goodwood for the Festival of Speed 2008.

Ken Kessler



Goodwood Festival of Speed 2008, with Cartier Luxe et Style automotive design competition.

Right: Goodwood organiser Lord March, Formula One Driver Lewis Hamilton and Cartier CEO Arnaud Bamberger.

Below: Lord Norman Foster and Judges.



Adding their usual touch of elegance to this year's Festival of Speed at Goodwood, Cartier again sponsored the annual 'Style et Luxe' automotive design competition. Last year was a hard act to follow - a heart-stopping five of the six extant Bugatti Royales appeared in 2007 - but Goodwood's organisers assembled yet another world-class selection of wheeled treasures for Cartier's judges to consider. This writer, for one, never thought he'd live to see the precursor to Bugatti's Veyron, the one-off Chiron prototype ... let alone the legendary Mercedes-Benz 'Trossi Roadster'.

As ever, there were cars of every stripe, maintaining Goodwood's reputation for hosting the most fascinating car events in the world. More populous than the assorted concours, less frenetic than pure competitions, it's a place where you can get up-close-and-personal with some of the most famous cars on the planet.

Full marks and limitless street cred go to DJ Chris Evans, who brought along the ex-James Coburn Ferrari 250 California that he purchased days before for a record £5.6 million. He parked it on the Cartier Lawn alongside the ex-Steve McQueen 250 Lusso - two of the world's most desirable Ferraris, no ropes, no heavies, just Maranello magic to lust over.





Mercedes-Benz 710  
SSK 'Trossi Roadster'



## LIST OF WINNERS:

**Class One:** *The Car that put the World on Wheels*  
1911 Ford Model T 'The Golden Ford' - Neil Tuckett

**Class Two:** *Supercharged Sensations*  
1927 Mercedes-Benz 680 S Torpedo Roadster - Miguel Gonzalez

**Class Three:** *The 'Great Britons' class of stars of the 1948 Earls Court Motor Show*  
1948 Land Rover Series 1 - Tim Dines

**Class Four:** *Rear-Engined Revolution*  
1949 Porche 356 'Gmund Coupé' - Thomas Straumann

**Class Five:** *A New Perspective*  
1948 Tucker Torpedo - John Jackson

**Class Six:** *For Your Eyes Only*  
1965 Aston Martin DB5 - The Louwman Collection

**Class Seven:** *Dawn of the Supercar*  
1967 Alfa Romeo Tipo 33 Stradale - Museo Storico Alfa Romeo

**Class Eight:** *The Shape of Things that Never Came*  
1999 Bugatti Chiron 18.3 - Bugatti Automobiles S.A.S

### BEST OF SHOW

1930 Mercedes-Benz 710 SSK 'Trossi Roadster' - Ralph Lauren

### Start your engines

To a soundtrack of historic F1 cars, rowdy rally vehicles and just about anything else worthy of a burn-up, it was possible to take in ERAs, three limited-edition Bugatti Veyrons (including the sexy Hermes edition), a staggering selection of immediate post-WWII Yankee iron, the Alfa Romeo Tipo 33 prototype from 1967, a C-Type Jaguar, a Blower Bentley, the immortal Napier-Railton, an eye-searing Day-Glo orange Lancia Stratos, an Alfa-Romeo 8C Competizione Spider and hundreds of other treasures. Another high point was the appearance of a pristine 1948 Tucker Torpedo, a car so advanced in its day that it makes Citroen fanatics run and hide.

This year's judges, who included architect Sir Norman Foster, designers Jonathan Ive, Mark Newson and Frank Stephenson, musicians Roger Taylor of Queen and ex-Small Face Kenney Jones and Bond actress Maryam

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Lawn and house

d'Abo made perfect calls, not least by giving Best of Show to Ralph Lauren's sublime 1930 Mercedes-Benz 710 SSK 'Trossi Roadster'. This priceless one-off was specially imported from the USA for the Goodwood event, attesting to the event's global status. Other winners included the aforementioned Bugatti Chiron and the Tucker; I wish I could predict the lottery with the same luck.

Icing the Goodwood cake was a display of some of the most memorable cars used in the James Bond films, including the iconic Aston Martin DB5 from *Goldfinger*, and now part of the Louwman Collection. Justifiably, it took victory in its class. And since this *is* a watch magazine, and watches and cars do go together like oysters and Tabasco, it's worth noting that the event was crawling with watch industry notables. Cartier's largesse simply underscored Goodwood's visitor-friendly ambience.

Bugatti Chiron



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