

POST SHOW REPORT

MOTORSPORT TECHNOLOGY EXPO UK 2026

Farnborough International · 15-16 September 2026

1,125

TOTAL
ATTENDEES

80

EXHIBITORS

25

SPEAKERS

23

CONFERENCE
SESSIONS

"There's a lot of potential for this show, year one was a triumph."

Mark Hindle — Director, Young Calibration

"High level of expertise of the companies attending and of the visitors. Many fruitful exchanges."

Giulio Del Fré — Senior Sales Manager, Robert Bosch GmbH

"The exhibition was a success for us and provided an excellent platform for showcasing our activities, products and connecting with our partners and clients."

Achilleas Aloupas — Technical Support Engineer, Life Racing Ltd



A FANTASTIC FIRST EDITION

The new home for motorsport engineering

In September, we launched Motorsport Technology Expo UK at Farnborough International, welcoming 1,125 attendees, 80 exhibitors and 25 speakers over two days.

Quality ran through every part of the event. Exhibitors invested in impressive stands that showcased real engineering. The audience reflected the very best of the industry, from Formula One and top-tier racing teams to OEMs and specialist suppliers. Across the show floor and conference, the conversations were high-level and focused on business.

That's exactly what we set out to create: a meeting point for the entire motorsport supply chain.

With 50% of our exhibitors already rebooked, we look ahead to 2027, when MTE will be co-located with Engineered 4 Extremes Expo, creating an even broader platform for the UK's high-performance engineering sector.

Thank you to everyone who made our first edition a success. We look forward to welcoming you back.



Phil White,
Managing Director,
Axion Shows & Conferences



“The show has been great. We've met guys from the teams that wouldn't necessarily come out at this time of year. The Head of Performance from Ford Racing US was one of them — I wouldn't have met him if I hadn't been here, and we wouldn't have had that at any other show.”

Paul Garrett — UK Head of Sales, Smiths High Performance

“A brilliant combination of technical speakers and companies that were relevant to the motorsport sector.”

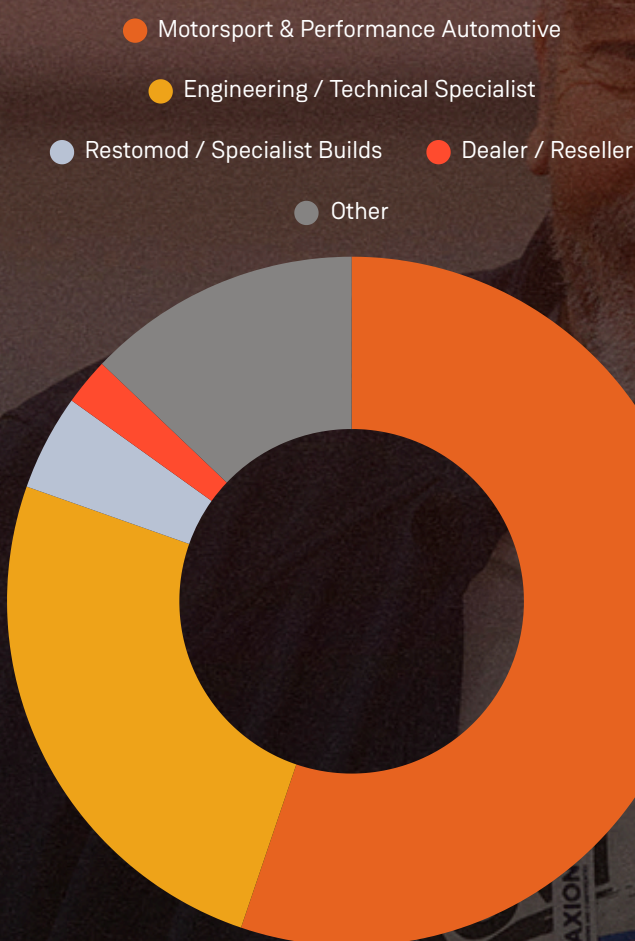
Christopher Campbell — Managing Director, SCU Motorsports

VISITOR PROFILE

ATTENDEES BY BUSINESS TYPE

Engineering / technical supplier • **Race team** • Parts / components distributor • **Trade buyer / procurement** • Manufacturer / OEM • **Online / e-commerce retailer** • Tier 1 / 2 supplier • **Media / journalist** • Vehicle manufacturer / OEM • **Restomod builder** • Aftermarket supplier • **Tuning / preparation specialist** • Championship / series organiser • **Performance car dealer** • Component / parts supplier • **Classic car restorer** • Investor / collector • **Coachbuilder / coachwork specialist**

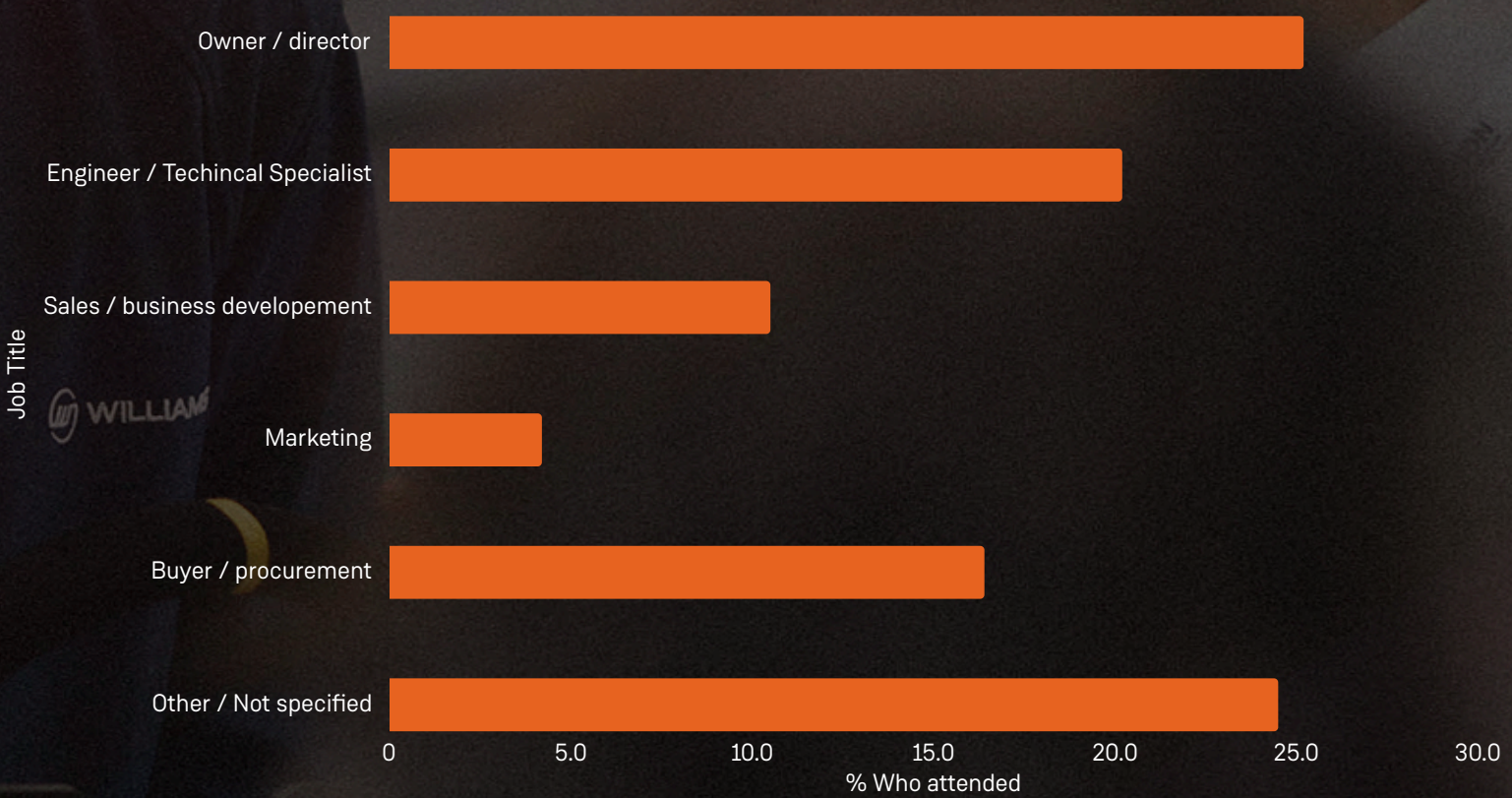
ATTENDEES BY INDUSTRY SECTOR



ATTENDEE INTEREST AREAS

Powertrain & engines • Chassis & suspension • **Materials & composites** • Electronics, data & software • **Fabrication & manufacturing** • Aerodynamics & bodywork • **EV/ hybrid technology** • Wheels, tyres & brakes • **Tools & workshop innovations** • Seating, harnesses & driver equipment • **Safety systems**

ATTENDEES BY JOB ROLE



GEOGRAPHICAL ATTENDANCE

77%

UK ATTENDEES

23%

INTERNATIONAL

17

COUNTRIES REPRESENTED

ATTENDING COMPANIES

Aston Martin Aramco Formula One® Team • McLaren Racing • Mercedes AMG Petronas F1 Team • Williams F1 • Haas • Red Bull Technology • Ford Motor Company • JLR • Bosch Motorsport • Toyota Racing • Alpine Racing • Cosworth Electronics • Xtrac • Ricardo • and more

EXHIBITOR EXPERIENCE

“Show looked amazing. The quality of the space-only stands was excellent — much better than we have seen at other shows. Venue and location are very good.”

Duncan Andrews — MD, Westwood Cylinder Liners

THE SHOW FLOOR STATS

80

TOTAL EXHIBITORS

61.9%

REQUESTED REBOOK INFORMATION AT THE SHOW

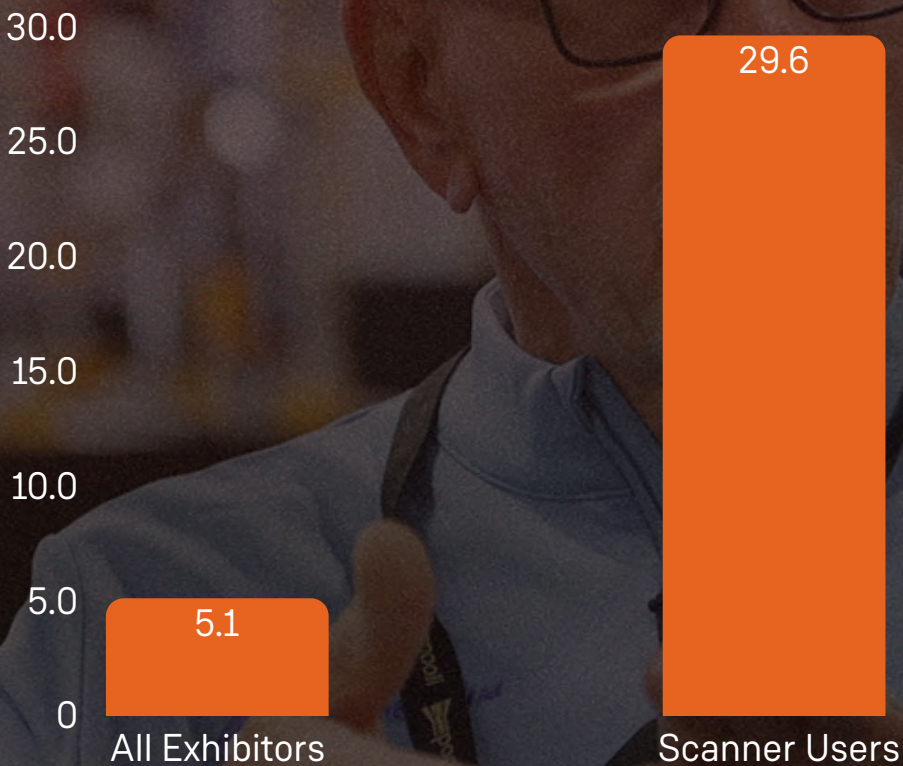
76.7%

SAID THE AUDIENCE MATCHED THEIR TARGET

57.1%

EXPECT A COMMERCIAL RETURN

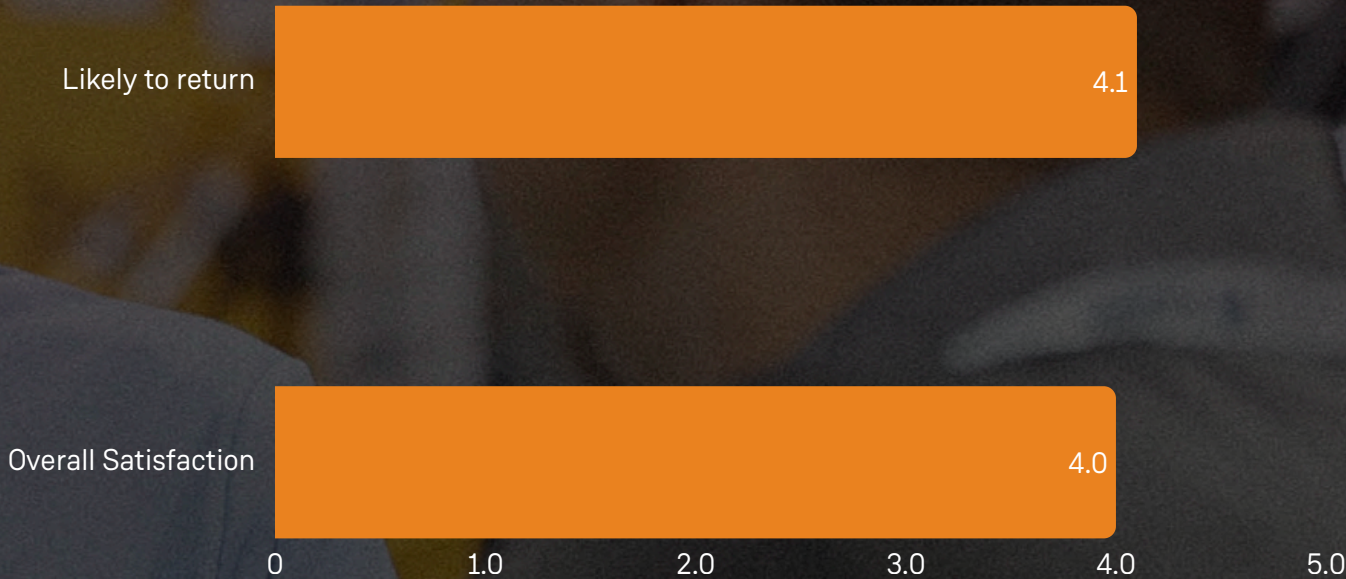
LEAD GENERATION



Avg. leads per exhibitor

*Scanner users captured 6x more leads

EXHIBITOR SENTIMENT



Survey average, out of 5

“Really pleased with a great turnout, a very professional show, well put together by a team of seasoned industry specialists.”

James Williams — Sales Manager, Arrow Precision Engineering Ltd

CONFERENCE PROGRAMME



HEADLINE SESSIONS

Electric High-Performance Mobility

Rhodri Darch & Doug Cross, Everrati

Getting Hands on with Additive Manufacturing

*Andrew Cunningham, Nikon SLM
Christian Hertrich, Ford
Guilio Del Fré, Bosch*

Capturing the Technology Transfer Flag

*Dr Chris Crockford, YourHeartCheck
Dr Helen Almey, ADS*

Putting Hydrogen on the Map

*Anton Lintermanns, Hydro Team KU Leuven
Josh Valman, Hyperion Motors*

Hyperion Motors: The Future of Combustion Engines

Angelo Kafantaris, Hyperion Motors, Inc.

Intermediate to Advanced Masterclass: Tyre Dynamics For High-Performance Automotives

Jan Prins, JP76 Solutions for fka - Tyres in Motion

Growing High-Performance Automotive Business – Making Deals and Navigating What’s Next

*Lee Swinerd, Interpath
Stuart Rossin, Titan Motorsport and Automotive Engineering*

Why Even Your Best Tech Goes Unnoticed and How To Fix It

Stéphane Lagresle, The Storytelling Tribe

KEY TAKEAWAYS

- **Hydrogen is gaining ground.** Interest in hydrogen and alternative powertrains grew over both days, with more players coming to the table.
- **The car is now software.** ECUs, AI and data are no longer add-ons. They are reshaping the whole engineering workflow.
- **Marginal gains live in the niches.** Aerodynamics, fuel, tyre dynamics, race materials. The industry is going deeper into its specialisms, because that's where races are won.
- **Resilience means reaching beyond the track.** High-performance businesses are building for the long term, taking motorsport expertise into defence, aerospace, energy and human health.

SECURE YOUR PLACE ALONGSIDE INDUSTRY LEADERS

14–15 September 2027 • Farnborough International • Co-located with Engineered 4 Extremes Expo (E4E)

STANDS NOW AVAILABLE • PRIME LOCATIONS SELLING QUICKLY

“High quality stands from professional suppliers in high levels of motorsport - as a result, a high level of buyer present from teams and manufacturers.”

Josh Valman — Engineer & Founder, VXE Motorsport
Rebooked for 2027

“Great to have an event based in the UK. Good conversations and a collective push for motorsport. Considering such a short turnaround, it’s been successful!”

Christiaan Ker — Group Marketing Manager, Halo by Orthene

BOOK YOUR STAND

Phil White, Managing Director

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Giles Grinsted, Sales Manager

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THANK YOU TO OUR 2026 SUPPORTERS

MTE26 wouldn't have been possible without the support of our sponsors and media partners. Thank you for helping us launch the UK's newest motorsport engineering show.

2026 SPONSORS



INTERESTED IN SPONSORING MTE27?

Get in touch with our sales team to explore partnership opportunities for 2027.

info@axion-shows.com

MEDIA PARTNERS

