



ANNUAL SERVICE

09 AUGUST 2025

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PISTONHEADS AUCTIONS

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TO BID AND
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PISTONHEADS

WELCOME.



PETE DIGNAN
SENIOR DIRECTOR

It's my absolute pleasure to welcome you to The Annual Service - our flagship event and a true highlight in the PistonHeads calendar. This isn't just a show - it's a celebration. A celebration of the cars we love, the stories behind them, and the passionate, knowledgeable, and welcoming community that makes PistonHeads what it is.

You'll hear more today from Alyssa about some of the exciting developments we've made this year - most notably the continued growth of PistonHeads Auctions, and the long-anticipated launch of the PistonHeads App. These are both big steps forward in helping enthusiasts like you find the right cars and stay connected with the PH community. So I'll leave the details to her, and just say: we're proud of how far we've come.

Today, though, is all about being here together. And we've got a fantastic day lined up. Across the show, you'll find an incredible mix of cars; from beautifully prepped show vehicles to quietly brilliant examples in the car park. Every car here tells a story, and every story is worth sharing. We've also assembled a brilliant line-up of guests on the PH stage - industry insiders, racers, engineers, storytellers - each one bringing something unique to the conversation.

And make sure to explore the exhibitors and partners dotted throughout the site and in the hangar. Whether you're looking to buy, learn, discover something new or just have a great chat, they're here because they believe in this community just as much as we do.

As someone who started working on PistonHeads 18 years ago, I'm incredibly proud of how far we've come, and of the fact that this brand is still powered by the same thing it always was: people like you. Your cars. Your stories. Your enthusiasm. So thank you for being part of it.



ALYSSA MOLEDINA
HEAD OF PRODUCT

I have had the privilege of being part of PistonHeads for the last five years, and I can honestly say that each year gets more exciting and better than the last. I am immensely proud of the year we have had and excited for the incredible things we are building together. It's inspiring to witness our community grow and evolve, fuelled by a shared passion for motoring.

This past year, we've continued to build momentum with PistonHeads Auctions, facilitating the sale of more than 400 cars. Each transaction represents more than just buying or selling a vehicle; it's the continuation of a motoring story, with one cherished car finding a new passionate owner. PH Auctions thrives because of your dedication, making each sale a meaningful experience.

Today, we are thrilled to unveil something many of you have eagerly awaited - the PistonHeads App. Designed to enhance your experience, this app will keep you connected with PistonHeads. Look out for the QR codes around the site to download it. This first version is just the beginning, but we've already packed in some exciting features. If you're constantly on the hunt for the perfect spec, the app's instant notification feature, which tells you as soon as your desired car goes up for sale, is a real game-changer. And if you're curious about what's trending in the market, the new trending search tab gives you real-time insights.

At PistonHeads, we are committed to growth and innovation. From the newly introduced saved search functionality to the revamped landing pages, we aim to enhance your experience and ensure PistonHeads remains at the forefront of automotive community platforms.

Today is a celebration of our love for cars, our vibrant community, and the exciting road ahead. Thank you for being here and for making PistonHeads the extraordinary place it is. Welcome home!



LIVE STAGE SCHEDULE.

Pull up a hay bale and listen to some incredible speakers and stories from across the UK automotive landscape, from racers to restomods, and home-brews to record breakers.

TIME*	WHAT'S ON	*Some times and schedules maybe subject to change on the day.
9:50 - 10:00	WELCOME TO THE PISTONHEADS ANNUAL SERVICE	
10:10 - 10:30	HOW TO BUILD A SPORTS CAR WITH DOUGLAS LARKIN	
10:40 - 11:10	FROM ENDUROKA TO WINNING IN BTCC WITH TIM HARVEY AND CHARLES RAINFORD	
11:20 - 11:50	REVIVING A LEGEND WITH TWR	
12:00 - 13:30	SMITH AND SNIFF LIVE PODCAST	
13:40 - 14:10	F1 75 WITH HARRY BENJAMIN	
14:20 - 14:40	DRIVING UPSIDE-DOWN WITH MCMURTRY	
14:50 - 15:10	PERFECTING PERFECTION WITH ANALOGUE AUTOMOTIVE	
15:20 - 15:30	SHOW AWARDS	



NOTE FROM THE EDITOR.



This year's Annual Service - bigger, better than ever before - comes smack bang in the middle of a transformative decade for the motor car. In five years' time, the only new engines available to UK buyers will be hybridised by law. In ten years, as things stand, there will be none sold at all, bringing the curtain down on 150 years of petrol-powered, production automobiles. It's a hard fact to countenance, even with evidence of the transition all around us. Question is, what do we do in the meantime, stuck between combustion pillar and electric post?

Happily, today, the answer is self-evident: make hay while the sun shines. Because it is not just PistonHeads in rude health - as the introduction of our shiny new app underscores - but the entire enthusiast scene. The sensation of moving towards a distant vanishing point has had a galvanising effect, not just in new car customers reiterating what they actually want from OEMs (namely engines, the larger the better), but also in a mounting appreciation for what we already have. Which, in case you hadn't noticed, is one of the most varied and well-stocked secondhand performance car markets in the world.

Annual Service is obviously about celebrating this fact, and gently reminding you that, via innovations like PH Auctions, there is no better place in the UK to buy or sell something genuinely worthy of your pride and joy. But it is also very much about celebrating you, the ever-cheery PH parishioner, for helping to contribute to 27 years of shared internet history. We plan to be here for whatever comes next. We couldn't do it without you.

Nic Cackett
Editor, PistonHeads



DISPLAY CAR AREAS.

We've curated more than 300 display cars across multiple zones throughout Bicester Motion. You can see a site map in the centre of this guide, here's what not to miss! And don't forget to wander around the main car park, which will be a spectacle itself.

ZONE	LOCATION
CLASSICS LAWN <i>Sponsored by Pendine Historic Cars</i>	TECHNICAL SITE
FUTURE CLASSICS LAWN <i>Sponsored by SPR Car & Classics</i>	TECHNICAL SITE
MODERN CLASSICS LAWN <i>Sponsored by GSF Car Parts</i>	TECHNICAL SITE
CHARLES & DEAN LAWN	TECHNICAL SITE
EXOTIC AND RARE CARS	TECHNICAL SITE, HANGAR AND PADDOCK
MICHELIN DISPLAY	TECHNICAL SITE AND PADDOCK
MODIFIED LAWN <i>Sponsored by ZERONINE DESIGN</i>	TECHNICAL SITE
PISTONHEADS DISPLAY	PADDOCK
READERS' CARS	HANGAR AND PADDOCK
SUPERCAR LAWN <i>Sponsored by Auto100</i>	TECHNICAL SITE



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EXHIBITORS.

We have more than 50 clubs and exhibitors that have joined us on-site today. Here's who has joined us and where to find them. A number of resident specialists will be open too, so keep an eye out for open doors as you wander around the technical site.

EXHIBITOR	LOCATION
1ST TICKETS	HANGAR
ABARTH	TECHNICAL SITE
ALPINE CARS	TECHNICAL SITE
ANALOGUE	TECHNICAL SITE
ART COLLECTIVE	TRADERS
AUTO100	TECHNICAL SITE
BESPOKE CHARGERS	HANGAR
BESPOKE KEYS	TRADERS
BILSTEIN	HANGAR
BMW CAR CLUB GB	CLUB DISPLAY
CAR FINANCE 247	HANGAR
CARGURUS UK	TECHNICAL SITE
CATERHAM (WOODCOTE & COPSE)	HANGAR
CATERHAM AND LOTUS SEVEN CLUB	CLUB DISPLAY
CHARLES & DEAN	TECHNICAL SITE
DODGE CHALLENGER OWNERS CLUB	CLUB DISPLAY
DRIVE COLLECTIVE	CLUB DISPLAY
FUELED ART	TRADERS
GLOWSMITH	TRADERS
GSF CAR PARTS	TECHNICAL SITE
H&R	HANGAR
HONDA S2000 CLUB	CLUB DISPLAY
INNOVATIVE COMPOSITES	HANGAR
ITG AIR FILTERS	HANGAR

JMG MODELS AND DIECAST	TRADERS
LARKIN	PADDOCK
LEMANS ART	TRADERS
LOTUS (WOODCOTE & COPSE)	HANGAR
LOTUS DRIVERS CLUB	CLUB DISPLAY
MANCAVE ART	TRADERS
MCMURTRY	PADDOCK
MEGUIARS	HANGAR
MICHELIN	PADDOCK
MIKA CARS	TRADERS
MISSION MOTORSPORT	HANGAR
MORGAN MOTORS (WOODCOTE & COPSE)	PADDOCK
MST CARS	HANGAR
PENDINE HISTORIC CARS	PADDOCK
PERFORMANCE LINK	HANGAR
PISTONHEADS (AUCTIONS)	PADDOCK
PISTONHEADS (MERCHANDISE)	PADDOCK
PLATES 4 LESS	HANGAR
RETROSPEED STUDIO	PADDOCK
ROCKETEER	HANGAR
SCORPION RED POWER	HANGAR
SMITH AND SNIFF	PADDOCK
SPORTING BEARS	TECHNICAL SITE
SPR CAR & CLASSICS	TECHNICAL SITE
TWISTED	TECHNICAL SITE
TWR	HANGAR
WESTFIELD CHESIL	HANGAR
WOODCOTE & COPSE	HANGAR
XTRAC	HANGAR
ZERONINE DESIGN	TECHNICAL SITE

BUY. SELL. BELONG.

DOWNLOAD THE PISTONHEADS APP TODAY!



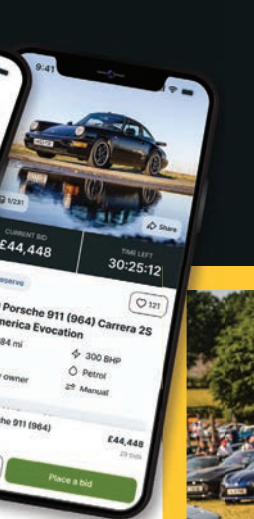
At PistonHeads, we've been helping you buy, sell and love performance, premium and collectible cars for more than two decades.

We're the No.1 dedicated marketplace in the UK, so whether you're looking to buy or sell via classifieds or auctions, PH will help you get the most eyeballs on your car.

Or if you just want to chat about your car (plus many other things) and come along to our events, we're the largest online automotive community too. But enough blowing our own trumpet — we've got an

announcement to make. One that probably needs an apology first. Sorry to everyone who's dreamt of tapping the smiley on your home screen to browse their dream cars, only to wake in a cold sweat, and sorry to your friends and loved ones for the time you're about to spend sat on the toilet browsing our marketplace like never before. That's right — the PistonHeads app is finally happening.

Sure, you've browsed the site on your phone before, but now that experience has been supercharged. With the app, you'll get instant saved search notifications as soon as new listings go live, as well as alerts for



when you're outbid on auctions so you don't miss your chance to seal the deal.

You'll also find exclusive app-only competitions and a personalised content feed. Join the UK's largest online car community and you'll get a home screen tailored to you, seeing relevant cars for sale, car news, reviews and events, all tuned to your preferences.

Another app exclusive is our trending tab so you can keep an eye on the most popular cars right now, and an expansive set of filters that help you find exactly the car you're after. You can also list your car on the classifieds or

apply to auction in-app. And then there's the forums, which not only come packaged in but will also be rebuilt from scratch in 2026.

So whether you're buying, selling or just sharing your love of cars, you'll find everything in one place on the PistonHeads app. Welcome home.

**Don't miss out,
start using the App
today by scanning
this QR code**
















KEY TO PISTONHEADS ANNUAL SERVICE 2025

- | | |
|-------------------------|-----------------------|
| 1. LIVE STAGE | 6. CLASSICS LAWN |
| 2. AUTOMOTIVE HANGAR | 7. SUPERCAR LAWN |
| 3. MODERN CLASSICS LAWN | 8. READERS' CARS |
| 4. MODIFIED LAWN | 9. EXOTICS & RARITIES |
| 5. FUTURE CLASSICS LAWN | 10. PISTONHEADS |



SOUTH GATE

DISPLAY, CLUBS AND
GENERAL PARKING

-  WILDCARD PARKING
-  GENERAL PARKING
-  CLUB PARKING
-  TRAILER PARKING
-  DISABLED PARKING
-  EVENT MOBILITY
-  FOOD AND DRINK
-  TOILETS
-  DISABLED ACCESS TOILETS
-  MEDICAL POINT
-  DEFIBRILLATOR

11. CLUB DISPLAYS
12. CHARLES & DEAN LAWN
13. SPORTING BEARS DREAM RIDES
14. TRADERS
15. MINI ROVERS



SHOW AWARDS.

Our crack team of judges will scour the display cars on site to dish out awards for their favourite cars in the following categories:

- > BEST CLASSIC CAR OF THE SHOW
- > BEST MODERN CLASSIC CAR OF THE SHOW
- > BEST FUTURE CLASSIC CAR OF THE SHOW
- > BEST MODIFIED CAR OF THE SHOW
- > BEST SUPERCAR OF THE SHOW
- > BEST READERS' CAR OF THE SHOW
- > BEST CLUB STAND
- > OVERALL BEST CAR OF THE SHOW

The winners will be announced at 3:20pm on the live stage in the paddock, where they'll be able to collect their award and swag from PistonHeads.



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SELL YOUR CAR WITH PISTONHEADS AUCTIONS.

So you're wondering just how much your car is worth to a dedicated, diehard car enthusiast. Well, you've come to the right place, as PistonHeads auctions will put your car in front of a community of millions of enthusiasts who always have an eye out for their next dream car. Interested? Of course you are. So here's everything you need to know about selling your car on PistonHeads auctions.

To begin, fill in your details on our sell by auction page and one of our consignment experts will be in touch to ask a few more questions on the history and condition of your car. They'll discuss a guide price with you based on enormous amounts of sales data, including 20 years

worth of sales history and expertise garnered from constantly refining our classifieds platform. Once we've got all your details, we'll call on our crack squad of professional writers to put together a detailed and engaging description so you don't have to.

Next up, there's the photography. Like the description, a good set of images plays a vital role in selling your car. We'll connect you with one of our approved professional photographers who, for a flat fee, will put together a pack of at least 150 pictures detailing any and every angle of your car. Plus, it'll be a beautiful set of images that you can cherish for years to come.

**SOLD****£143,648*****SOLD****£55,375*****SOLD****£150,080***

Time for the auction! After you've agreed an end date with your consigner, we'll typically run a seven-day 'coming soon' preview to drum up interest, with the auction going live seven days afterwards. Not only will your car appear on our homepage to our millions of readers, but we'll also comprehensively market your car to our hundreds of thousands of PistonHeads users.

After the auction ends, we'll run a background check on the winning bidder for your safety, after which we'll put you in touch to sort out the final payment. From start to finish, we make sure that selling your car through PH auctions is as easy and hassle free as it gets.

And that's all there is to it. With decades of selling experience in premium, performance and collectible cars and a community of millions of enthusiasts, you can be sure that we'll get you a fair value for your car. So what are you waiting for? Get in touch today to see how much your car could sell for on PistonHeads auctions.

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OFFICIAL PISTONHEADS MERCHANDISE.

**BRAND NEW RANGE /
EXCLUSIVE SHOW PRICES.**

The latest drop of official PistonHeads merchandise has landed—and it's our best collection yet. Featuring fresh designs, updated classics, and all-new gear, the range is built for those who live and breathe performance, community, and the open road.

From premium-quality T-shirts and hoodies to mugs, caps, and accessories, every item reflects the same spirit that drives the PistonHeads community. Whether you're heading to a Sunday Service or just looking to represent with something sharp and original, there's something in the range for every enthusiast.

Special show prices are available throughout the Annual Service, with exclusive deals only available this weekend. It's the ideal time to pick up your new favourite T-shirt, refresh your garage gear, or grab a gift for a fellow PHer.

Browse the full range and find out what's new by visiting us at the PistonHeads stand.

Prefer to shop later? Use discount code **AS20** at the checkout for 20% off everything until the end of August at pistonheads.shop

Scan the QR code
and shop the look
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