

Wilton Legends 2027

18 - 20 June 2027
Wilton House, Wiltshire

Specialist Dealer Opportunities



Wilton Legends 2027

Three days celebrating the world's greatest cars, the people behind them and one of Britain's finest historic estates.

Date

18 - 20 June 2027

Cars

150+ curated concours and supercars

Visitors

6,000+ Collectors, enthusiasts and luxury consumers

Speakers

40+ Legends of the automotive world

Hospitality

VIP experiences, demonstrations and curated retail

International Reach

Editorial, digital and social media coverage



Wilton House was rated 4.96/5 as a venue by 2026 attendees

More Than a Concoors

Wilton Legends brings together exceptional cars, remarkable people and one of Britain's finest historic estates to to create one of the UK's most distinctive automotive weekends.

Wilton Legends is built around stories as much as spectacle.

Alongside a world-class concours, visitors enjoy conversations with legendary drivers, designers and engineers, immersive demonstrations, carefully curated hospitality and a relaxed atmosphere that encourages genuine connections.

Every element has been designed to celebrate not only extraordinary automobiles, but the people, craftsmanship and heritage behind them.

Wilton Legends is presented in partnership with the Earl of Pembroke, whose lifelong passion for historic and collector cars helps shape the character of the event. More than simply the setting, Wilton House is an active part of the Wilton Legends story.



94% rated the talks programme *Excellent* or *Good*.

An Audience Unlike Any Other

Wilton Legends attracts an influential community of collectors, enthusiasts and industry leaders, united by a shared appreciation for craftsmanship, heritage and exceptional experiences.

Collectors & Owners

Owners of significant historic and modern collector cars.

Industry Leaders

Manufacturers, designers, engineers and senior executives from across the automotive world.

Affluent Regional Audience

Drawing discerning visitors from the South West and surrounding counties, complementing London's luxury market.

Luxury Lifestyle

An audience with a natural affinity for premium watches, travel, hospitality, fashion and fine craftsmanship.

Media

Influential journalists, broadcasters and content creators shaping the classic and collector car conversation.

Why it matters

Wilton creates meaningful opportunities for brands to engage with an audience that values authenticity, quality and long-term relationships.



2026 Highlights

A snapshot of the inaugural Wilton Legends celebrating exceptional cars, inspiring conversations and unforgettable experiences in a truly remarkable setting



A curated concours of the world's finest historic and modern cars



Live demonstrations celebrating traditional craftsmanship and specialist skills.



Exclusive exhibitions showcasing the people and stories behind motorsport.



Supercar Sunday brings together the latest performance icons.



Luxury brands engaging with an affluent and discerning audience.



World-renowned drivers, designers and industry leaders share their stories.

Partnerships in Practice

Every partnership is carefully tailored to complement the visitor experience while helping brands engage with an influential audience in meaningful and memorable ways.

Vertex Watches

Exclusive hospitality for VIP guests and speaker lounges, creating an intimate environment for conversation with collectors, industry leaders and invited guests.

Franses Jewellers

Luxury retail integrated into the event, enabling direct engagement with visitors in a carefully curated premium environment.

Bentley x Focal

A collaborative automotive and luxury audio partnership showcasing craftsmanship, innovation and design within the historic setting of Wilton House.

Every Wilton Legends partnership is bespoke, designed around the objectives of the brand and the experience of our visitors.



Building on an Exceptional Debut

Guided by feedback from visitors, partners, exhibitors and car owners, Wilton Legends 2027 introduces strategic enhancements to elevate every aspect of the event.

A More Prestigious Concours

A Selection Committee will curate new concours classes and attract an even stronger field of world-class cars.

A More Curated Speaker Programme

Fewer, higher-impact sessions, with stronger links between speakers, concours classes and the cars on display.

Stronger Club Partnerships

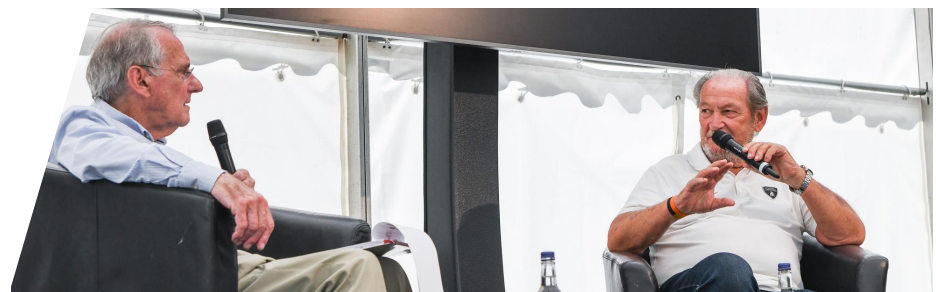
Working with leading classic and collector car clubs to attract exceptional cars and their knowledgeable owners.

Expanded Drive-In Programme

Friday and Saturday Drive-Ins will welcome new audiences and create additional opportunities for owners and partners.

Year-Round Storytelling

Photography, film and editorial content will keep Wilton Legends in front of audiences throughout the year.



Opportunities for Specialist Dealers

A significantly enhanced dealer environment designed to showcase exceptional cars and encourage meaningful conversations with prospective buyers.

The Collector Car Pavilion

A shared premium marquee creating a curated destination for leading specialist dealers.

Premium Vehicle Display

Each dealer benefits from dedicated indoor and outdoor display space for exceptional cars.

Comfortable Client Hospitality

Soft seating and informal hospitality designed to encourage longer customer conversations.

Qualified Buyers

Meet collectors, enthusiasts and prospective buyers actively engaged in the market.

Editorial Exposure

Benefit from professional photography and editorial coverage throughout the event.

Simple Participation

One premium package with a fixed price and everything included.



The Specialist Dealer Pavilion

Dealer Package – £2,995 + VAT

Display

- Shared premium stretch marquee
- One covered display vehicle
- Two external display spaces
- Display boards for each car

Customer Engagement

- Dedicated soft seating and client meeting area
- Five complimentary guest tickets
- Two exhibitor passes

Marketing

- Dealer profile in the event guide
- Website listing
- Professional photography and editorial coverage

Operations

- Dedicated set-up day



AI illustration of the Dealer Pavilion.

Let's Start the Conversation

We'd be delighted to discuss how Wilton Legends can help you connect with an influential audience through a partnership tailored to your brand and objectives.

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