

PRESS RELEASE: FOR IMMEDIATE RELEASE

- **British Motor Show Special Roadster!:** Roadster! Magazine launches a special kids' guide for The British Motor Show 2025 – made by young people, for young people.
- **In Partnership:** Produced with The British Motor Show and sponsored by Cazoo.
- **Free for Families:** Distributed at the show entrance to help kids explore hands-on attractions like driving, stunts, and LEGO® builds.
- **A Guide for Kids:** A unique, youth-focused companion to the show – packed with fun, discovery, and real stories from Roadster!'s young contributors.
- **Mission-Driven and Not-for-Profit:** Roadster! Magazine continues its commitment to youth empowerment, hands-on learning, and inclusive access to the motoring world.
- **On Entry:** The British Motor Show Kids' Guide, by Roadster! Magazine and sponsored by The British Motor Show and Cazoo, will be distributed free at the show entrance.

[Banbury, UK] – [Date: July 31, 2025]

Roadster! Magazine, the world's only motoring magazine created by and for young people, is proud to announce its successful collaboration with The British Motor Show on a Roadster! "British Motor Show Special" for the 2025 event. This invaluable guide will be available free to all families at the show entrance, thanks to sponsorship from The British Motor Show and its headline partner, Cazoo.

"We are absolutely thrilled to have partnered with The British Motor Show and Cazoo on this project," says Roadster! Magazine. "The British Motor Show is incredibly kid-friendly, and our guide will help families discover every amazing thing the show offers just for them, from driving real cars to seeing awesome stunts and building with LEGO®. It's a perfect way to bring our magazine's spirit of kid-powered discovery to thousands of young visitors."

Designed with young readers in mind, the guide provides a unique, youth-centric roadmap to the very best The British Motor Show has to offer. It not only highlights the most exciting, kid-friendly attractions but also serves as a vibrant showcase for Roadster! Magazine's innovative, kid-led content.

Founded by 11-year-old Sam, Roadster! features contributions from young people, sharing their real-life automotive adventures and hands-on experiences. This "connected learning" project empowers young readers (aged approximately 8-14) to delve into the motoring world, developing vital literacy and creative skills through a passion-driven lens.

This partnership highlights Roadster! Magazine's commitment to its mission and perfectly complements The British Motor Show's dedication to nurturing the next generation of motoring enthusiasts.

Andy Entwistle, CEO of The British Motor Show, added, "Roadster! Magazine embodies the spirit of inspiration and education that is central to our event. Having their unique, kid-created guide sponsored by us and Cazoo ensures that every young visitor can maximize their show experience and truly connect with the world of motoring. It's an ideal collaboration that enriches the family experience at the show."

A Cazoo spokesperson commented, "What an amazing, very creative and packed magazine. We love the spirit behind this and that it's 'by kids, for kids'."

The British Motor Show Kids' Guide, brought to you by Roadster! Magazine and sponsored by The British Motor Show and Cazoo, will be distributed free at the show entrance.

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Notes for Editors:

About Roadster! Magazine:

Roadster! Magazine is a unique UK-based motoring magazine created by kids, for kids. Published three times a year, it aims to educate, inspire, and entertain young readers about all things related to the road and motoring, while also exploring STEM, geography, history, and literacy in an engaging way. Roadster! is a not-for-profit social enterprise that empowers children to learn, create, and connect with their passion for cars.

<https://roadstermagazine.wixsite.com/roadstermagazine>

About The British Motor Show:

The British Motor Show is the UK's ultimate family motoring event, featuring new cars, classic cars, supercars, driving experiences, live arena shows, and interactive attractions. Returning to Farnborough, it offers an engaging and entertaining day out for all ages.

Learn more at: <https://www.thebritishmotorshow.live/>

About Cazoo:

Cazoo is the headline sponsor of The British Motor Show 2025. As an online used car marketplace, Cazoo makes it easy for customers to find the right car by providing user-friendly search tools, jargon-free guides, and access to a network of over 5,000 dealers. Their mission is to help you find the car that's right for you, fast and with less fuss.

Learn more at: <https://www.cazoo.co.uk/>

****Image/Interview Opportunities:**** High-resolution images of the Roadster! Magazine team at the British Motor Show will be available upon request. Interviews can be arranged with representatives from Roadster!

****Unique Angle:**** Roadster! Magazine is a genuinely unique publication in the UK, being a children's motoring magazine created with significant child involvement.

****Not-for-Profit Ethos:**** Please note that Roadster! Magazine operates as a not-for-profit social enterprise, reinvesting all income back into the project to benefit children.

****Transparency**** The Roadster! British Motor Show Special was created by ROADSTER! in collaboration with The British Motor Show, with valuable input and support from Cazoo. Both Cazoo and The British Motor Show generously sponsored the printing of this show guide. ROADSTER! did not receive any direct payment – this was a sponsorship arrangement to help bring ROADSTER! to a wider potential readership.

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