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FOR RELEASE

Sunbeam 1000hp to Make Historic Return to Daytona Beach for World Land Speed Record Centennial

Legendary record-breaking vehicle to return to Daytona Beach following three-year restoration; Historic beach re-enactment and special events planned

DAYTONA BEACH, Fla. (Nov. 12, 2026) – A century after making motorsports history on the sands of Daytona Beach, the legendary Sunbeam 1000hp will return to the destination in 2027 to celebrate the 100th anniversary of Sir Henry Segrave's historic world land speed record.

On March 29, 1927, Segrave drove the British-built Sunbeam 1000hp to a world land speed record of 203.792 mph on Daytona Beach, becoming the first person to officially exceed 200 mph on land. The groundbreaking achievement helped establish Daytona Beach as a premier destination for speed and motorsports, a legacy that continues today.

Following an extensive three-year restoration project undertaken by the National Motor Museum in Beaulieu, England, the iconic vehicle will make its highly anticipated return to Daytona Beach for a series of special exhibitions and events celebrating one of the most significant milestones in motorsports history.

The centerpiece of the centennial celebration will take place on Monday, March 29, 2027, exactly 100 years after Segrave's historic achievement, with a slow speed commemorative re-enactment of the world land speed record on the beaches of Daytona Beach. The event will offer motorsports enthusiasts, residents, and visitors a rare opportunity to witness a piece of racing history return to the very sands where it made headlines a century ago.

"Few destinations can claim the kind of motorsports history that the Daytona Beach area has, and the Sunbeam 1000hp is an important part of that story," said Lori Campbell Baker, Executive Director of the Daytona Beach Area Convention & Visitors Bureau. "To have this legendary vehicle return to the same beach where Sir Henry Segrave made history 100 years ago is truly extraordinary. This centennial celebration is not only a tribute to the pioneers who helped establish the rich racing history in the Daytona Beach area, but also an opportunity to showcase our destination's unique heritage to a new generation of visitors and motorsports enthusiasts."

“To be able to take this iconic car back to Daytona Beach, where World Land Speed Record history was made, will be incredible – especially in the centenary year,” said Jon Murden, Chief Executive of the UK based National Motor Museum. “We are grateful to our many partners and supporters to enable us to achieve the goal of the restoration of the car and such an historic commemorative run, which will capture the imagination of motoring enthusiasts around the world.”

Sunbeam 1000hp Centennial Events in Daytona Beach

A series of special events and appearances will commemorate the Sunbeam 1000hp's historic return to Daytona Beach throughout the first several months of 2027.

January 16–April 18, 2027 – Sunbeam 1000hp Exhibition at the Motorsports Hall of Fame of America

The legendary Sunbeam 1000hp will be on display at the Motorsports Hall of Fame of America, located at Daytona International Speedway. Visitors will have the opportunity to see the historic vehicle up close and learn about its groundbreaking achievement, engineering and restoration.

March 25, 2027 – Sunbeam 1000hp Evening Talk

The Motorsports Hall of Fame of America will host a special evening presentation highlighting the Sunbeam 1000hp, its remarkable history and the restoration project that brought the vehicle back to Daytona Beach.

March 26, 2027 – Meet the National Motor Museum Team at Ormond Garage

Representatives from the National Motor Museum in England will participate in a special gathering at the Ormond Garage, offering an opportunity to learn more about the Sunbeam 1000hp.

March 26–28, 2027 – Sunbeam 1000hp at the Spring Daytona Turkey Run

The Sunbeam 1000hp will be on display during the Spring Daytona Turkey Run at Daytona International Speedway.

March 29, 2027 – 100th Anniversary World Land Speed Record Re-enactment

The highlight of the centennial celebration will take place on the morning of March 29, when the Sunbeam 1000hp returns to the beaches of Daytona Beach for a historic slow speed re-enactment commemorating Segrave's record-breaking run exactly 100 years earlier.

March 29, 2027 – Sunbeam 1000hp Display at Daytona Beach Bandshell

Following the morning's historic beach celebration, the Sunbeam 1000hp will be on display that afternoon at the iconic Daytona Beach Bandshell.

Additional details regarding the Sunbeam 1000hp centennial celebration, including event times and public viewing opportunities, will be announced early next year.

About the Daytona Beach Area | #LoveDaytonaBeach

Often called home of the world's most famous beaches, Daytona Beach, Florida, continues to delight and surprise visitors with its diverse and growing array of attractions. The Daytona Beach area is made up of several cities and towns including Ormond Beach, Daytona Beach, Daytona Beach Shores, Ponce Inlet, Holly Hill and South Daytona. The destination has long been known for its iconic beaches and rich auto racing history but today a slate of exciting new attractions, upscale lodging, a vibrant arts scene and an amazing collection of parks, preserves and outdoor activities are all part of Daytona Beach's year-round appeal. To receive a complimentary Daytona Beach Destination Guide, find a place to stay, or book your next adventure, visit DaytonaBeach.com. **#LoveDaytonaBeach.**

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