

CHERY UK LAUNCHES CARFEST CHARITY PRIZE DRAW WITH THE CHANCE TO WIN A BRAND-NEW TIGGO 4 CSH FOR £10

Chery UK returns to CarFest for a second year, once again as sponsor of KidsFest, the festival's dedicated family zone

LONDON, UNITED KINGDOM, August 13, 2026 /EINPresswire.com/ -- Chery UK will return to CarFest this summer, building on a successful debut in 2025, with an expanded presence at the festival's new home of Silverstone Circuit.

Throughout CarFest weekend, the brand will celebrate a successful first year in the UK market, marking the milestone with an exclusive prize draw in support of CarFest's Charity partners.



Sir Mo Farah CBE - Chery UK

Launching today and open to entrants across the UK, Chery's CarFest Charity Prize Draw will see one lucky winner take home a brand-new Chery TIGGO 4 CSH Summit – the brand's latest compact hybrid SUV model - with all proceeds supporting CarFest's mission to raise vital funds for UK children's charities.

With tickets available for just £10 each* and available to buy now, 100% of the funds raised will be shared between BBC Children in Need, Ellen MacArthur Cancer Trust, Rainbow Trust Children's Charity, Teenage Cancer Trust, Starlight Children's Foundation and Young Epilepsy, along with five regional charities local to the Northamptonshire circuit.

The exclusive prize draw will close on Saturday 29th August, with the final donation figure announced on the main stage by event founder Chris Evans.

Brand ambassador Sir Mo Farah CBE will also join the brand on Saturday 29th August, as the star of Chery UK's recent 'Go Like Mo' campaign showcasing Chery Super Hybrid technology. Joining the festivities throughout day two of the festival, Sir Mo will appear on the brand's main event

stand for an exclusive meet and greet during the afternoon.

Chery returns to KidsFest with fun for all the family

Returning to CarFest 2026 as Official KidsFest Partner, Chery UK promises to bring even more excitement, entertainment and family fun to one of the UK's most loved festival weekends.

With interactive activities, eye-catching vehicle displays and experiences designed for all ages, the Chery KidsFest area will once again be a must-visit destination throughout the event.

As Official Automotive Partner of AFC Bournemouth and Soccer Aid 2026, Chery is bringing the energy to KidsFest with a new football challenge for CarFest visitors.

At the heart of the activity is the Chery Penalty Shootout, a giant football challenge where participants can put their accuracy and nerve to the test, with live commentary from Chery's resident MC.

The main Chery stand will also showcase the latest additions to the range, including the compact Chery TIGGO 4 and flagship TIGGO 9. Visitors will be able to explore the cars up close and learn more about the technology, design and innovation behind Chery's growing UK offering, in a vibrant setting featuring a live DJ.

Reflecting Chery's 'Find Your Happy' philosophy, the stand will also feature an interactive Happy Place Wall. Visitors are invited to share what makes them happy, adding personal messages, memories and moments to a collaborative display that will evolve throughout the weekend.

Chery's full SUV line-up will be available in the CarFest test-drive area, giving visitors the opportunity to experience the brand's latest vehicles firsthand. From the compact TIGGO 4 to the flagship TIGGO 9, drivers can explore the comfort, technology and performance of the range across six test-drive vehicles available throughout the weekend.

Farrell Hsu, Managing Director at Chery UK, said: "CarFest is a truly unique event in the summer calendar – bringing together families, communities and a shared sense of purpose over an incredible weekend. Returning this year is especially meaningful for us, as we approach our first anniversary in the UK and build on the strong response we've already seen from customers. It's an opportunity not just to reconnect, but to invite more people to experience our vehicles first-hand and see how they fit into their day-to-day life."

Celebrating one year of 'Find Your Happy'

CarFest 2026 takes place as Chery marks its first anniversary in the UK market, a period in which the brand has already achieved a remarkable number of milestones, reaching a significant 2% UK market share milestone in July. In June, the TIGGO 8 was the UK's best-selling seven-seater,

while the flagship TIGGO 9 CSH was named 'Large Car of the Year' at the 2026 Car Dealer Power Awards.

Chery UK has also been recognised as 'Best Value Brand 2026' by Auto Trader, underlining its growing appeal among UK customers. Demand for electrified models remains strong, with an increasing share of customers choosing CSH powertrains.

Chery UK's retailer network has been growing too, with more than 80 sites now open across the country and further growth planned to take the network to 100 by autumn.

Chery UK's award-winning TIGGO models are backed by a seven-year vehicle warranty and an eight-year battery warranty, reflecting the brand's focus on quality and customer service.

-ENDS-

Notes to editors

*Full Terms & Conditions are available here: <https://www.cherycar.co.uk/Chery-CarFest-Prize-Terms-Conditions>

About Chery UK

Chery UK is one of the country's fastest-growing automotive brands, launching in August 2025 with a range of award-winning TIGGO SUVs.

Defined by the brand's 'Find Your Happy' philosophy, Chery combines practical design, advanced technology and comprehensive safety features to deliver exceptional value for UK motorists.

Chery's four-car family of TIGGO SUVs spans the compact TIGGO 4 to the flagship TIGGO 9, each available with proprietary Chery Super Hybrid (CSH) technology. An advanced electrified powertrain that combines smooth, refined all-electric driving for everyday journeys with the flexibility of a highly efficient petrol engine for longer distances, CSH technology delivers the best of both worlds without compromise.

Recognised as Best Value Brand at the Auto Trader Drivers' Choice Awards 2026 and winner of Carwow's Car of the Year 2026 with the 7-seater TIGGO 8, Chery is committed to making intelligent mobility more accessible to British drivers. All customers are supported by a comprehensive ownership package, including a seven-year warranty and complimentary roadside assistance, alongside a rapidly expanding national retail network of 85 locations.

With nearly three decades of automotive innovation behind it, Chery is part of Chery Group, one of the world's leading vehicle manufacturers and the first Chinese automotive company to surpass 20 million cumulative vehicle sales worldwide.

Globally, Chery's continued growth is driven by a clear localisation strategy, 'In somewhere, for somewhere, be somewhere', which focuses on deep market understanding, long-term investment and meaningful integration. This strategy is reflected in Chery UK's recent official partnerships with AFC Bournemouth, Soccer Aid 2026, Sir Mo Farah CBE, Peter Crouch and Abbey Clancy.

Reflecting its growing global influence, Chery was ranked as the number one Chinese automotive brand for the ninth consecutive year in August 2026 by Kantar, the world's leading provider of brand data, insights and strategic consulting.

For more information, see: Chery UK website

About CarFest

CarFest is the brainchild of radio presenter Chris Evans. Featuring an incredible combination of cars, food, live music and family entertainment, the inaugural weekend event was staged at Laverstoke Park Farm in Hampshire in August 2012.

The popular festival is presented as seven magical festivals in one location, which together, create a weekend of discovery and fundraising: Cars at CarFest, KidsFest, FoodFest, RetroFest, SpaFest, StarFest, and a unified Music programme that includes the Main Stage, Club CarFest and the Wigwam stage. These zones let visitors move between high octane track shows, family activities, celebrity talks, chef demonstrations, wellness sessions and headline music performances across the jam-packed weekend.

Since its inception, CarFest has raised over £28 million for UK children's charities which include BBC Children in Need, Ellen MacArthur Cancer Trust, Rainbow Trust Children's Charity, Starlight Children's Foundation, Teenage Cancer Trust and Young Epilepsy. This year, CarFest will also be raising money for five charities local to Silverstone - The Pace Centre, Helen & Douglas House, The Smallpiece Trust, Roald Dahl's Marvellous Children's Charity and Northamptonshire Community Foundation.

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