

Yorkshire showcased to millions in the Capital

Yorkshire is turning heads in the Capital ahead of featuring in the Lord Mayor's Show, which takes place on Saturday. (11am)

Four hugely eye-catching and brightly coloured Welcome to Yorkshire branded BMW X5's - complete with the iconic 'Y' attached to each roof – have been spotted at famous London landmarks including Buckingham Palace, Trafalgar Square and Tower Bridge giving tourists a taste of what's to come in Saturday's procession.

The colourful cars will drive through the Lord Mayor's Parade accompanied by Back Chat Brass - a Yorkshire based 7-piece band known for putting a funky twist on classic tunes from pop to hip hop.

Sir Gary Verity DL, Chief Executive of Welcome to Yorkshire, said: *"2018 has given Yorkshire a number of reasons to celebrate and what better way to do this than at the Lord Mayor's Show. We've been showcasing Yorkshire to the world at this event since 2010 and this weekend is shaping up to be our most colourful and lively year yet, with eye-catching cars, giant flag bearers and a unique Yorkshire brass band - I'm really looking forward to being a part of it"*

This year, the cars have toured a variety of locations across Europe, including Spain for the *Vuelta a España* (a three-week Grand Tour cycling stage race) and the UCI Road World Championships in Innsbruck, Austria, where the routes were announced for next year's race, which will take place in Yorkshire in September.

After Saturday's parade - which will be televised live on BBC One - the cars will continue their tour of Europe, championing Yorkshire as a world-class cycling destination.

The branded cars have been supplied to Welcome to Yorkshire by Global Autocare and the giant Y's on each roof were designed and produced by Three Create, both Leeds companies.

- ENDS -

Images: Welcome to Yorkshire branded BMW's in London

Lord Mayor's Show images will be available to download here – [LMS 2018 - Welcome to Yorkshire - 88](#) – on Saturday afternoon.

Editors' Notes:

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £8 billion annually
 - The county's tourism and hospitality industry employs almost a quarter of a million people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

For more news and a free image bank go to:

<https://industry.yorkshire.com/archive/resources/free-image-library>

Username **Media**, password **MZHB9LPa5vA8**

For further information contact:

Lauren Mackenzie - Press Officer

Email: lmackenzie@yorkshire.com

Direct Line: 0113 322 3578

Mobile: 07479 914748