

**EUROPEAN
EVENT OF
THE YEAR**



HALMSTAD - SWEDEN
August 11th - 15th 2027





MG Car Club Sweden

Welcomes You to European Event of the Year 2027 to celebrate our 75th anniversary.

The area of Halmstad offers the best of Sweden's west coast – from vast sandy beaches and vibrant coastal towns to quiet forests and sparkling seas, only 2 hours north of Copenhagen.

EEOTY 2027 is an event for everyone to meet and socialize in addition to enjoying their MG on great roads and experience interesting sights.

The chosen venue – Hotel Tylösand is located just outside of Halmstad at the beach with room for all participants and the 200 cars. There will be options to stay at the nearby camping that also has small cabins.



Frontpage photo: Patrik Leonardsson /N

Preliminary program

Wednesday August 11:

Arrival and check-in

Thursday and Friday August 12 & 13:

Road-runs

Saturday August 14:

A day of choices;

- Relax at the beach or in the SPA
- Take one of the suggested small tours on your own or with friends
- Participate in the arranged activities at the venue. The day ends with a farewell and celebration dinner.

Sunday August 15:

Check-out, farewell and everyone is going home until next EEOTY!

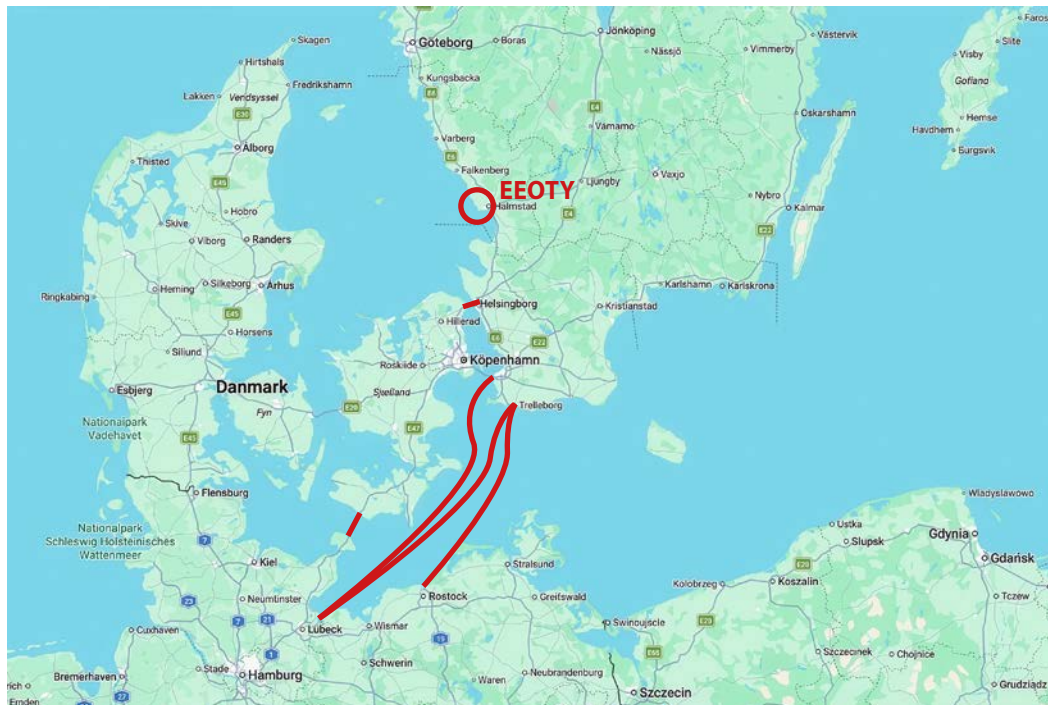


Road-runs

Great roads in the beautiful county of Halland from the beach to the woods will provide fantastic scenery and experiences including a visit to an interesting World Heritage site. Lunches are arranged and included both days.

Registration and info

Registration will start December 5th, 2026. Further information and registration will be available at:
www.mgcc-eeoty2027.org
Contact: eeoty2027@mgcc.se



How to get here?

• Ferry Puttgarten - Rødby and driving via Copenhagen across the bridge to Malmö is absolutely recommended. It is about 200 km from Copenhagen to Halmstad via the bridge.

There are also ferries:

- Travemünde, Germany to Malmö
- Travemünde, Germany to Trelleborg
- Rostock, Germany to Trelleborg

See you in Sweden!

