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AUTOMOBILE CLUB DE L’OUEST

Founded on motoring
The ACO started out in 1906 as a club for motorists. Its visionary founding members felt sure that the invention of the motor car was going to revolutionise the 20th century and began holding the 24 Hours of Le Mans a few years later.

Mission
Drawing on past experience, with our sights firmly on the future and innovation a constant source of inspiration, we seek to improve mobility across the board.
AUTOMOBILE CLUB DE L’OUEST

Founded in 1906 | 200 permanent staff | 30,000 active members

3,700 car/drive/karting licensees | 1st Grand Prix Automobile de France

2,000 temporary staff | Children’s driving skills course: 20,000 learners in 2019

OUR VALUES
• Avant-gardism • Endurance • Togetherness • Leadership

OUR PERSONALITY
• Friendly • Fun-loving • Down-to-earth

OUR RAISON D’ÊTRE
To stimulate and accelerate progress in mobility for the common good

OUR OUTLOOK
To contribute to sustainable mobility
## OUR ROLES

<table>
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<th>Role</th>
<th>Description</th>
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<td>Managing the ACO club</td>
<td>Drafting of technical and sporting regulations</td>
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<td>Organising races and operating circuits</td>
<td>Organising and operating events</td>
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<td>Training racing drivers</td>
<td>Operating a museum and safeguarding our heritage</td>
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<td>Brand management (Product licensing)</td>
<td>Marketing and sales administration (ticketing, sponsoring, venue hire)</td>
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<td>Infrastructure management</td>
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THE 24 HOURS OF LE MANS

100 years
Due to celebrate its centenary in 2023, the 24 Hours of Le Mans is an iconic race with an aura that extends beyond the realm of sport.

A race of extremes
Every year, over 250,000 spectators come from all over the world to attend the event. The 24 Hours of Le Mans is an arduous undertaking, where limits are pushed, strength and resilience tested and elements resisted. The result is never a foregone conclusion. As the saying goes, 'Le Mans chooses its winner'.
252,500 spectators | 100M television viewers in 190 countries

2.5M social media followers | 28% overseas spectators

40% of spectators have attended at least ten times | 53% of spectators belong to higher income brackets

110,000 Visitors to the 24 Hours of Le Mans Museum | 92% of spectators say they want to come back the following year

972 journalists | 1,030 TV crew members | 62 cars | 186 drivers | 31 nationalities
FAMOUS FACES OF LE MANS, ON AND OFF THE TRACK

Fernando Alonso  Brad Pitt  Patrick Dempsey  Rafael Nadal

Steve McQueen

Paul Newman, Michael Schumacher, Jackie Chan, Alain Delon, Jenson Button, Mario Andretti, Jacky Ickx, Nelson Piquet, Nigel Mansell, Jackie Stewart, Johnny Hallyday, Sébastien Loeb, Henri Pescarolo, Tom Kristensen, Graham Hill and Fabien Barthez, to name but a few!
LE MANS, AN INNOVATION TEST BED

Fuel consumption at the 24 Hours of Le Mans was halved in the 40 years between 1960 and 2000. In the six years between 2010 and 2016 it was halved again!

“A catalyst for technology, encouraging its widespread use in production cars.”

Dr Wolfgang Ullrich

LED headlamps 2011

Victory with a diesel engine 2006

Hybrid engine 1998

Turbocharger 1974

Quartz iodine headlamps 1962

Disc brakes 1953

Front-wheel drive 1927

Fog lamps 1926

Road surfacing 1922

2024 Proving that hydrogen energy is of Le Mans-winning potential

2021-2023 Testing with a Garage 56 entry at Le Mans 24 Hours

2019-2020 Learning in race conditions

Introducing Mission H24
FOCUSING ON THE SPECTATOR EXPERIENCE

Customer satisfaction is paramount at the ACO and we look to improve our event from year to year.

An immersive race experience is currently under review, offering fans a chance to feel a part of the event’s past and present.

The “spectator experience” project launched in 2020 aims to improve communication and on-site experience for spectators.
Part 5

Merchandising

Fully integrated in the Automobile Club de l'Ouest ecosystem, our merchandise is available in our permanent and pop-up stores, our online store and from a network of selected distributors.

With our branded products, fans of motorsport and motoring in general almost literally wear their hearts on their sleeves, displaying their enthusiasm for all to see.
**KEY FACTS AND FIGURES**

4 highstreet stores
Le Mans, Paris, Tours and Rouen

1 online store
Boutique.lemans.org

Up to 12 pop-up stores around the circuit during the 24 Hours of Le Mans

**End-to-End**
Management of the entire process: design, reception, quality control, storage, preparation, dispatch and after-sales service

Targets: BtoC, sponsors, ticketing agencies, distributors, service providers, visitors to the circuit

Le Mans, the west of France, France, Europe, World
PRODUCT RANGE

We build ranges that resonate with our target audiences. We are constantly updating our offer to keep in step with the way enthusiasts express their passion for motoring.

Our collection of sportswear and casual wear, often with a nod to the classics of the past, is available all year round.
A FULL RANGE

Clothing, accessories, bags and luggage, stationery, books, miniatures and more

7 Collections and brands

200 new references each year
LIVING LE MANS

Our eclectic ranges are timeless rather than event-specific
We build ranges that resonate with our target audiences. We are constantly updating our offer to keep in step with the way enthusiasts express their passion for motoring.

Our collection of sportswear and casual wear, often with a nod to the classics of the past, is available all year round.
A strong, multi-faceted brand identity

that adapts to your requirements:

**Sales**
- Re-sale
- Bonus gifts

**Promotion**
- Customised ranges
- Co-branding

**Gifts**
- Sales incentives
- Gift catalogues
OFFICIAL STORE OF
THE 24 HOURS OF LE MANS

Contacts
François Brindeau  Fabien Hervier
Head of Merchandising and Licensing  Merchandising Commercial Development
f.brindeau@lemans.org  f.hervier@lemans.org
+33 2 43 40 80 26  +33 2 43 40 25 73

boutique.lemans.org/en