



OFFICIAL STORE OF THE 24 HOURS OF LE MANS





24h
LE MANS

WEC
FIA WORLD ENDURANCE
CHAMPIONSHIP

AUTOMOBILE CLUB DE L'OUEST

GET AHEAD THE FUTURE





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PART 1

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.





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



Managing the ACO club



Drafting of technical and sporting regulations



Organising races and operating circuits



Organising and operating events



Training racing drivers



Operating a museum and safeguarding our heritage



Brand management
(Product licensing)



Marketing and sales administration
(ticketing, sponsoring, venue hire)



Infrastructure management



EVENT ORGANISER

24 Hours of Le Mans



24 Hours Camions



Le Mans Classic



24 Hours Motos



24 Hours Karting



GP Moto de France



PART 2

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'.





KEY FIGURES



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

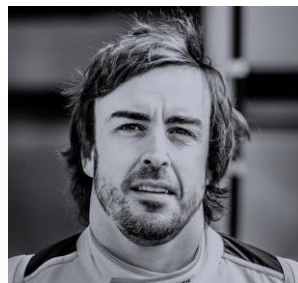
62
cars

186
drivers

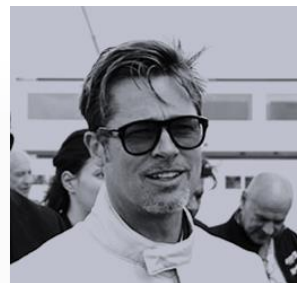
31
nationalities



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!

Poster
LE MANS '66



LE MANS, AN INNOVATION TEST BED



MISSION H24

- 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
- 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**

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



Introducing Mission H24

PART 4

FOCUSING ON THE SPECTATOR EXPERIENCE

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

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

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



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



PART 6

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

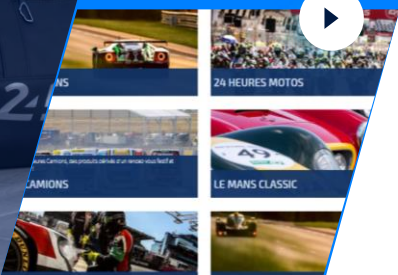


LE MANS



#LEMANS24

Product Catalogue



LIVING LE MANS

Our eclectic ranges are timeless rather than event-specific



PART 7

WORKING TOGETHER

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A VERSATILE BRAND

A strong, multi-faceted brand identity

EVENTS
SPORT
VINTAGE
LIFESTYLE
TOURISM

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



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