

# RLR MSPORT

## PROSPECTUS



2018 EUROPEAN  
LE MANS SERIES  
CHAMPIONS







## 1 THE RACING

**RLR MSport – the 2018 European Le Mans Series Teams' and Drivers' Champion – is a leading light in the uppermost echelons of international sportscar racing with established and successful European Le Mans Series (ELMS) and Michelin Le Mans Cup programmes, as well as diverse engineering capabilities.**

The Bolton-based team first entered the ELMS in 2010, before expanding to two-pronged campaigns that included an entry to the 2012 edition of the 24 Hours of Le Mans and the 2013 FIA World Endurance Championship.

Since 2016, RLR MSport has competed at the forefront of a hugely competitive LMP3 field in the ELMS and Michelin Le Mans Cup.

Supreme consistency during a fruitful 2017 campaign, the highlight of which was perhaps the third place achieved in the Le Mans 24 Hours-supporting 'Road to Le Mans' race at France's legendary Circuit de la Sarthe, ensured RLR MSport scored points in every race it contested.

However, with a strong and balanced roster of drivers in three Ligier JSP3s, the squad won the 2018 ELMS Teams' and Drivers' titles and, in doing so, secured a coveted invitation to the 87th 24 Hours of Le Mans, to be held in June 2019.

*Serial race winner during six years of competition in the VdeV Endurance Series; Lola LMP2 entrant in the European Le Mans Series during 2010 and 2011; 2012 24 Hours of Le Mans and ELMS entry with an ORECA 03 LMP2 prototype; Supported ADR Delta's 2013 FIA World Endurance Championship programme; Switched to Ginetta LMP3 machinery for the 2015 ELMS, winning at Italy's historic Imola circuit; Ran Ligier LMP3 prototypes in the 2016 ELMS, before expanding its programme to include the Michelin Le Mans Cup in 2017, winning the 24 Hours of Le Mans-supporting 'Road to Le Mans' race.*



## 2 THE ENGINEERING

**RLR MSport's diverse operations extend far beyond the European Le Mans Series and Michelin Le Mans Cup, as it is also known for its high-quality GT, prototype and historic racecar preparation, as well as its experience in a variety of categories, such as the VdeV Endurance Series.**

For many years, the team has prepared and run historic racecars, from Formula 1 and F5000 single-seaters, to Can-Am and Group C sportscars, in the Historic Sports Car Championship (HSCC) and at other high-profile race meetings around the world, including the Goodwood Members' Meeting and Revival.

With state-of-the-art facilities and a skilled engineering team at its disposal,

RLR MSport is able to conduct full rebuilds and restorations, prepare cars for trackdays and race meetings, service and modify high performance and classic cars and offer a comprehensive racecar development service, which includes bespoke chassis and component design, Computational Fluid Dynamics (CFD) testing and composite parts production.





### 3 THE HEADLINES

#### 15.01.19 – RLR MSport signs Bruno Senna and John Farano for European Le Mans LMP2 comeback

Senna: "It's very exciting to take on this new challenge and to be joining the European Le Mans Series' highly competitive LMP2 field with RLR MSport. The team has had great success in the past, most recently winning the ELMS LMP3 Teams' and Drivers' titles, and I'm sure the LMP2 step will be another successful one. Our experiences combined should make us a strong contender for the races and I'm really looking forward to kicking things off."

Farano: "I am super excited to be re-joining the RLR MSport team and to be

part of its return to the LMP2 category in the European Le Mans Series. I am also extremely happy to welcome Bruno Senna to the RLR MSport family; he will undoubtedly have a huge impact on the team's success and play a major role as a mentor to me and other drivers to follow. I can't wait to be back on track with the gang at RLR MSport whose dedication and hard work helped bring us the 2018 ELMS LMP3 championship. I'm looking forward to another great season and sharing new experiences with everyone at RLR MSport."

#### 06.02.19 – RLR MSport welcomes India's Arjun Maini to 2019 ELMS and 24 Hours of Le Mans line-up

Maini: "I'm extremely excited to make my endurance racing debut this year in the European Le Mans Series. The highlight of the year will surely be the race at Le Mans and I'm hoping I can do my country proud as it is one of the most prestigious events in motor racing. It is imperative for anyone to succeed to be backed by a strong team and I think

the team at RLR MSport will provide the perfect environment for me to perform at my very best, especially considering I will be racing in a category I have no prior experience in. Given that they are the reigning ELMS LMP3 Champions, the expectations for the 2019 season will be quite high and I'm looking forward to the challenges that lie ahead."

#### RLR MSport is proud to confirm that France's Norman Nato will join the team for its return to the 24 Hours of Le Mans (15-16 June).

"I am delighted to be joining the RLR MSport for the 24 Hours of Le Mans," said Nato. "The team already showed great potential in the opening round of the European Le Mans season in Le Castellet. We have the best chassis with

the ORECA 07 and a good driver line-up with John (Farano) and Arjun (Maini); we will work hard to be as prepared as possible and I'm really looking forward to starting testing with the team."



### 4 THE PROGRAMME

#### 24 Heures du Mans

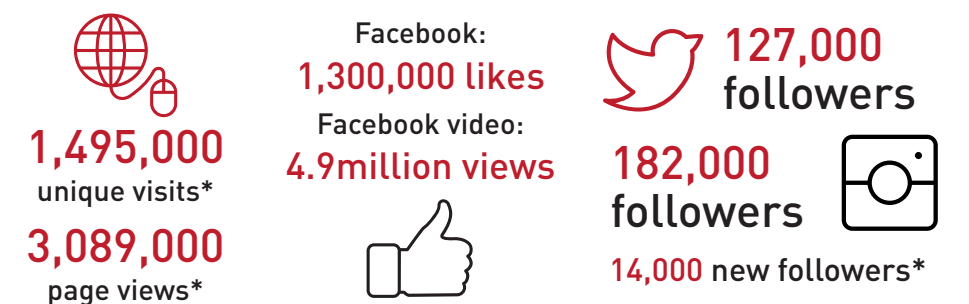
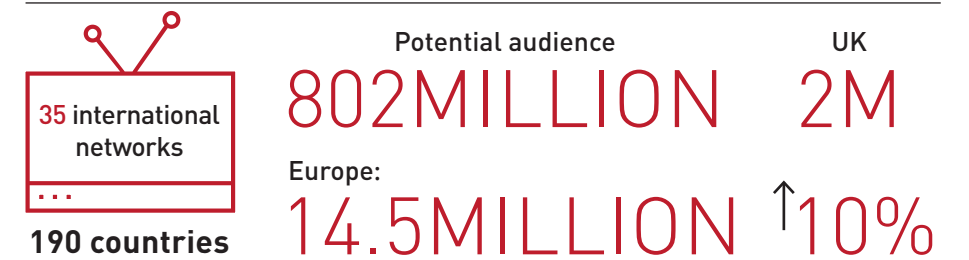
The 24 Hours of Le Mans is arguably the world's greatest motor race and it stands as one third of the Triple Crown of Motorsport, alongside the Formula 1 Monaco Grand Prix and Indianapolis 500.

Held annually at Circuit de la Sarthe since 1923, the French endurance classic tests automotive brands' and racing teams' abilities to develop and build the fastest and most durable cars, encouraging them to focus on innovation in reliability and fuel-efficiency.

In 2018, over 263,000 trackside spectators turned out to watch the twice-around-the-clock enduro, making Le Mans the world's biggest sporting event, while millions more from 190 nations tuned in to comprehensive coverage of the race on television and online.



WORLD-CLASS SPORT, WORLDWIDE COVERAGE



\*3-19 June



## European Le Mans Series

The European Le Mans Series (ELMS) perennially attracts expansive grids of high-calibre teams and drivers to its LMP2, LMP3 and GTE classes.


Organised by the Automobile Club de l'Ouest (ACO), the ELMS is recognised globally as a stepping stone to the world's greatest motor race, the 24 Hours of Le Mans, and the pinnacle of international long-distance racing, the FIA World Endurance Championship (WEC).

The ELMS produces some of the most hotly contested Le Mans Prototype (LMP) racing in the world and provides

all drivers, from seasoned professionals to discerning 'gentleman' racers, with a competitive and rewarding platform.

A race weekend typically encompasses three hours of free practice, a 20-minute qualifying session and a four-hour race, and the pan-European calendar includes halts at many of the most esteemed circuits in the world, including Silverstone, Monza and Spa.


DATES	Event
9-10 April	ELMS Official Test (France)
12-14 April	ELMS 4 Hours of Le Castellet (France)
11-12 May	ELMS 4 Hours of Monza (Italy)
14-17 June	24 HEURES DU MANS (France)
20-21 July	ELMS 4 Hours of Barcelona (Spain)
30-31 August	ELMS 4 Hours of Silverstone (UK)
21-22 September	ELMS 4 Hours of Spa-Francorchamps (Belgium)
26-27 October	ELMS 4 Hours of Portimao (Portugal)



PAN-EUROPEAN RACING, GLOBAL REACH

100,000 Trackside spectators

708 accredited media



29 international TV networks

EUROPEANLEMANSERIES.COM  
**199,705** UNIQUE VISITORS

ELMS Facebook:  
**35,000 likes**  
 ↑ 25.7%

  
 @EuropeanLMS Twitter  
**13,400 followers**  
 @LeMansCup Twitter  
**2300 followers**

 Le Mans Cup Facebook:  
**6800 likes**

@elms\_official Instagram:  
**20,000 followers**

@lemanscup Instagram:  
**2900 followers** 







## 5 THE CAR

### ORECA 07

#### Chassis

**Monocoque:** Carbon fibre & honeycomb

**Bodywork:** Carbon fibre & honeycomb

**Dimensions:** Length: 4745 mm

Width: 1895 mm

Wheelbase: 3.005 mm

Weight: 930 kg

**Fuel tank:** 75 litres

**Brakes:** 15-inch front and rear ventilated carbon discs  
Six-piston callipers

**Suspension:** Double wishbones with pushrod  
Adjustable shocks (PKM)  
Adjustable anti-roll bar system

**Engine:** Gibson GK428

Cylinder and configuration:

Four-litre V8

Power: 600bhp

Rev limit: 9000rpm

**Electronics:** Data acquisition system and integrated telemetry to the ECU (Cosworth)

#### Gearbox & steering

Xtrac six-speed sequential

Electric power steering

Semi-automatic pneumatic steering wheel paddle system



## 6 THE DRIVERS

### Bruno Senna (Brazil)

2019: RLR MSPORT European Le Mans Series (LMP2); FIA World Endurance Championship (LMP1)

2018: FIA World Endurance Championship (LMP1)

2017: FIA World Endurance CHAMPION (LMP2)

2016: FIA World Endurance Championship (LMP2)

2014-16: FIA Formula E

2013: FIA World Endurance Championship (GTE-Pro)

2012: Formula 1 (Williams Racing)

2011: Formula 1 (Lotus-Renault GP)

2010: Formula 1 (Hispania Racing Team)

2009: Le Mans Series (LMP1)

2007-08: GP2 Series

2005-06: British F3 International Series

2004: British Formula BMW Championship

### Norman Nato (France)

2019: RLR MSport 24 Hours of Le Mans (LMP2); European Le Mans Series (LMP2)

2018: European Le Mans Series Vice-Champion (LMP2)

2015-17: GP2 Series/Formula 2

2013-14: Formula Renault 3.5

2012: Formula Renault 2.0 Alps Vice-Champion

2011: Eurocup Formula Renault 2.0

2010: French Formula 4 Vice-Champion

### Arjun Maini (India)

2019: RLR MSPORT European Le Mans Series; 24 Hours of Le Mans (LMP2)

2018: FIA F2 Championship

2016-17: GP3 Series

2016: FIA F3 European Championship; F3 Macau Grand Prix

2015: FIA F3 European Championship; F3 Macau Grand Prix;

Zandvoort Masters of F3; Toyota Racing Series

2014: BRDC F4 Championship (2nd)

2013: AsiaCup Series; JK Racing India Series





**John Farano (Canada)**

- 2019: RLR MSPORT European Le Mans Series; 24 Hours of Le Mans (LMP2)
- 2018: RLR MSPORT European Le Mans Series LMP3 CHAMPION; Michelin Le Mans Cup
- 2017: RLR MSPORT European Le Mans Series; Michelin Le Mans Cup
- 2016: Ferrari Challenge Europe (3rd); NASCAR Canadian Tire Series
- 2015: Ferrari Challenge North America (3rd)
- 2014: IMSA United Sports Car Championship (GTD); Continental Tire Sports Car Challenge; Ferrari Challenge North America; Lamborghini Super Trofeo USA
- 2013: Grand-Am (GT); Continental Tire Sports Car Challenge; Ferrari Challenge North America (2nd)
- 2012: Continental Tire Sports Car Challenge CHAMPION
- 2010-11: NASCAR Canadian Tire Series
- 2011: Ferrari Challenge North America
- 2008-09: Grand-Am
- 2007: Ferrari F430 Challenge USA



## 6 THE OPPORTUNITIES

**Speed, glamour and excitement; these qualities make motor racing an attractive addition to any brand's marketing strategy.**

RLR MSport is offering companies opportunities to raise awareness, increase reach and engagement, showcase their products and services, tap into a new network and reward loyal customers and staff.

The 24 Hours of Le Mans and European Le Mans Series (ELMS) are particularly effective marketing and promotional platforms and RLR MSport sponsors will have access to a vast and unique array of opportunities and assets.



### High-visibility event branding

- Race cars
- Race suits
- Drivers' helmets;
- Team apparel;
- Pit garages;
- Race transporters;
- Pit equipment;
- Posters, hero cards and printed marketing collateral.



### Brand ambassadors

- RLR MSport drivers and personnel for appearances at functions and events;
- RLR MSport race cars for static displays and live demonstrations;
- RLR MSport drivers and race cars for photo and video shoots.



### Digital branding

- Official rlrspport.com website;
- Dedicated social media posts (Facebook, Twitter, Instagram and YouTube);
- Press releases (race previews, reports and announcements).



### Corporate hospitality

- Access to official championship hospitality suite, including breakfast, lunch and dinner;
- Garage tours and grid walks;
  - Driver meet-and-greet;
  - Official team apparel and signed merchandise.



### Product placement



### Merchandising



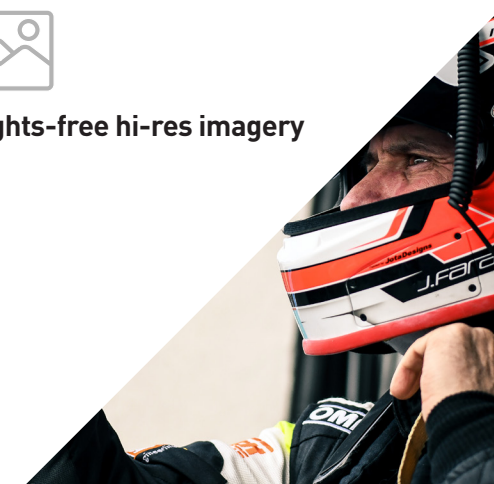
### Promotional events/PR stunts



### Exclusive trackdays



### Rights-free hi-res imagery





For more information on all of RLR MSport's racing and sponsorship opportunities, please contact:

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