



RLR MSPORT

PROSPECTUS

**2018 EUROPEAN
LE MANS SERIES
CHAMPION**





1 THE RACING

RLR MSPORT is a leading light in the uppermost echelons of international sportscar racing with successful European Le Mans Series (ELMS), Michelin Le Mans Cup and Asian Le Mans Series programmes, as well as diverse engineering capabilities.

The Bolton 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.

However, supreme consistency, inspired strategic calls and a strong roster of drivers ensured the squad won the 2018 ELMS Teams' and Drivers' titles and secured a coveted automatic entry to the 87th 24 Hours of Le Mans.

RLR MSPORT's championship success was the catalyst for a return to LMP2 competition in 2019, when the team fielded a sole ORECA 07 for ex-Formula 1 driver Bruno Senna, Arjun Maini and John Farano in the ELMS and at Le Mans, before extending its reach to China, South East Asia and Australia with an assault on the 2019-20 Asian Le Mans Series.

Serial race winner during six years in VdeV Endurance Series;

Lola LMP2 entrant in the 2010 and 2011 European Le Mans Series;

2012 24 Hours of Le Mans and ELMS entry with ORECA 03 LMP2;

Supported ADR Delta in 2013 FIA WEC;

Switched to Ginetta LMP3 machinery for the 2015 ELMS, winning at Imola;

Ran Ligier LMP3 prototypes in 2016 ELMS, before expanding programme to include the Michelin Le Mans Cup in 2017, winning the 24 Hours of Le Mans-supporting 'Road to Le Mans' race;

2018 European Le Mans Series Teams' and Drivers' CHAMPION;

Winner on 2019-20 Asian Le Mans Series debut at Shanghai International Circuit.



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 race car 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 F1 and F5000 single-seaters, to Can-Am and Group C sportscars, in the Historic Sports Car Championship (HSCC) and at high-profile race meetings like the Goodwood 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 race car development service, which includes bespoke chassis and component design, Computational Fluid Dynamics (CFD) testing and composite parts production.





3 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 2019, 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.

38
Turns



13.6KM
Length



WORLD-CLASS SPORT, WORLDWIDE COVERAGE

263,000
Trackside spectators

1225
accredited media from **660** outlets

7000 articles published*
Potential readership: 2billion*
equivalent advertising value of
€122,750,745 (source Meltwater)



35 international networks

190 countries

Potential audience

802MILLION UK

Europe:

14.5MILLION ↑ 10%



1,495,000
unique visits*

3,089,000
page views*

Facebook:

1,300,000 likes

Facebook video:

4.9million views



127,000
followers

182,000
followers



14,000 new followers*



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.

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.



Michelin Le Mans Cup

The Michelin Le Mans Cup, derived by the Automobile Club de l'Ouest (ACO), is reserved for LMP3 prototypes and GT3-spec sportscars and centres around bronze category 'gentleman' drivers.

The Michelin Le Mans Cup runs in tandem with the European Le Mans Series (ELMS) but also boasts a coveted slot on the support bill for the 24 Hours

of Le Mans, with a typical race weekend consisting of two one-hour free practice sessions, one 30-minute qualifying session and a single two-hour race.



10-12 Jan
14-15 Feb
22-24 Feb
03-05 April
08-10 May
8-13 June
17-19 July
04-05 Sept
18-20 Sept
26-28 Oct

The Bend (Australia)
Sepang (Malaysia)
Buriram (Thailand)
Barcelona (Spain)
Monza (Italy)
24 HEURES DU MANS
Le Castellet (France)
Silverstone (UK)
Spa (Belgium)
Portimao (Portugal)



PAN-EUROPEAN
RACING, GLOBAL
REACH

100,000
 Trackside
spectators

708
accredited
media

29 international
TV networks

EUROPEANLEMANSSERIES.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





4 THE NORTHERN POWERHOUSE

HM Government (HMG) has set out an ambition to bring together the great cities, towns and rural communities of the North of England and North Wales to become a powerhouse for the British economy.

To make the Northern Powerhouse a reality, HMG has been establishing alliances with businesses, institutions and organisations that are passionate about the North, and Lancashire-based RLR M Sport is one of the latest companies to join the Northern Powerhouse Partnership Programme.

“RLR M Sport has always been a proud advocate of the North and it is our intention to support the Northern economy by continuing to cultivate and recruit the next generation of world class motorsport and automotive engineers from the Northern counties of England and Wales.

“Consequently, we’re delighted to now be a Northern Powerhouse partner. Through this association, we hope to strengthen our relationships with the biggest and best colleges and universities in the North, and to provide business from the region with a strong, high-visibility platform on which to market their brands and products, both at home and overseas.”

Nick Reynolds – RLR M Sport Director of Motorsport Operations

“It’s very exciting to have RLR M Sport join us as a Northern Powerhouse Partner. With an all-British squad competing in the European Le Mans Series (ELMS) and Michelin Le Mans Cup, RLR M Sport will be a prestigious Northern Powerhouse partner competing at an international level.

“I’m delighted to see so many Northern businesses and organisations at the forefront of their fields coming together, furthering the Northern Powerhouse’s reputation as a globally competitive region.”

Jake Berry MP – Northern Powerhouse Minister



5 THE OPPORTUNITIES

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

RLR M Sport is offering companies opportunities to achieve measurable, sustainable business growth, 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, European Le Mans Series, Asian Le Mans Series and Michelin Le Mans Cup are particularly effective marketing and promotional platforms, and RLR M Sport 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 M Sport drivers and personnel for appearances at functions and events;
- RLR M Sport race cars for static displays and live demonstrations;
- RLR M Sport drivers and race cars for photo and video shoots.



Digital branding

- Official rlrmsport.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 RLR
MSport's racing and sponsorship
opportunities, please contact:

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