

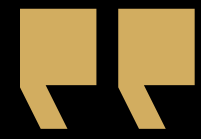
MEDIA KIT

24 HOURS OF LE MANS



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**ORECA IS CELEBRATING ITS 50TH
ANNIVERSARY THIS YEAR.
50 YEARS OF PASSION AND AN
ONGOING DARING QUEST FOR
PERFORMANCE AND INNOVATION.**





ORECA is celebrating its 50th anniversary this year. 50 years of passion and an ongoing daring quest for performance and innovation.

The 24 Hours of Le Mans Centenary is going to be a historic event and 24 ORECA 07s are going to be on the starting grid. How symbolic! 2023 definitely promises to be a very special year in many respects!

You know how driven and determined ORECA has always been. We are motivated more than ever and ready to provide unfailing support to all of the teams so that every car gets to cross the finish line of this legendary race, the 2023 edition of which will for sure remain a special event within motorsport history.

The 24 Hours of Le Mans was like love at first sight for ORECA. This race has always been both a thrilling and stressful experience for us. But above all, ORECA and Le Mans have a shared history, we have evolved together and our future challenges are deeply connected.

While endurance racing has entered a new golden age, with legendary manufacturers getting involved, ORECA's present and future look just as exciting.

In our workshops, the assembly of the new Ferrari 296 GT3, designed in Maranello and which hit the track for the first time in January, continues. In the United States, the Acura ARX-06's great performances in the IMSA WeatherTech SportsCar have been very exciting.

Besides our staff is fully focused on both constructing the future Alpine LMDh chassis – which will race in La Sarthe in 2024 – and developing our own hydrogen internal combustion engine.

Furthermore, as the company continues to diversify itself, our distribution and events branches are also in full swing, with new and exciting opportunities within the automotive and sport industries. Actually, they will be in charge of several projects in Le Mans.

Lastly, I would like to thank the Automobile Club de l'Ouest for all of their effort and dedication in preparing this extraordinary and festive event. With this exceptional line-up, we are all about to enjoy a sensational show on track and to live an unforgettable week!

Hugues de Chaunac
ORECA Group President

A stylized, handwritten signature in black ink, reading 'Hugues de Chaunac'.



MOTORSPORT:

ORECA GROUP'S DNA

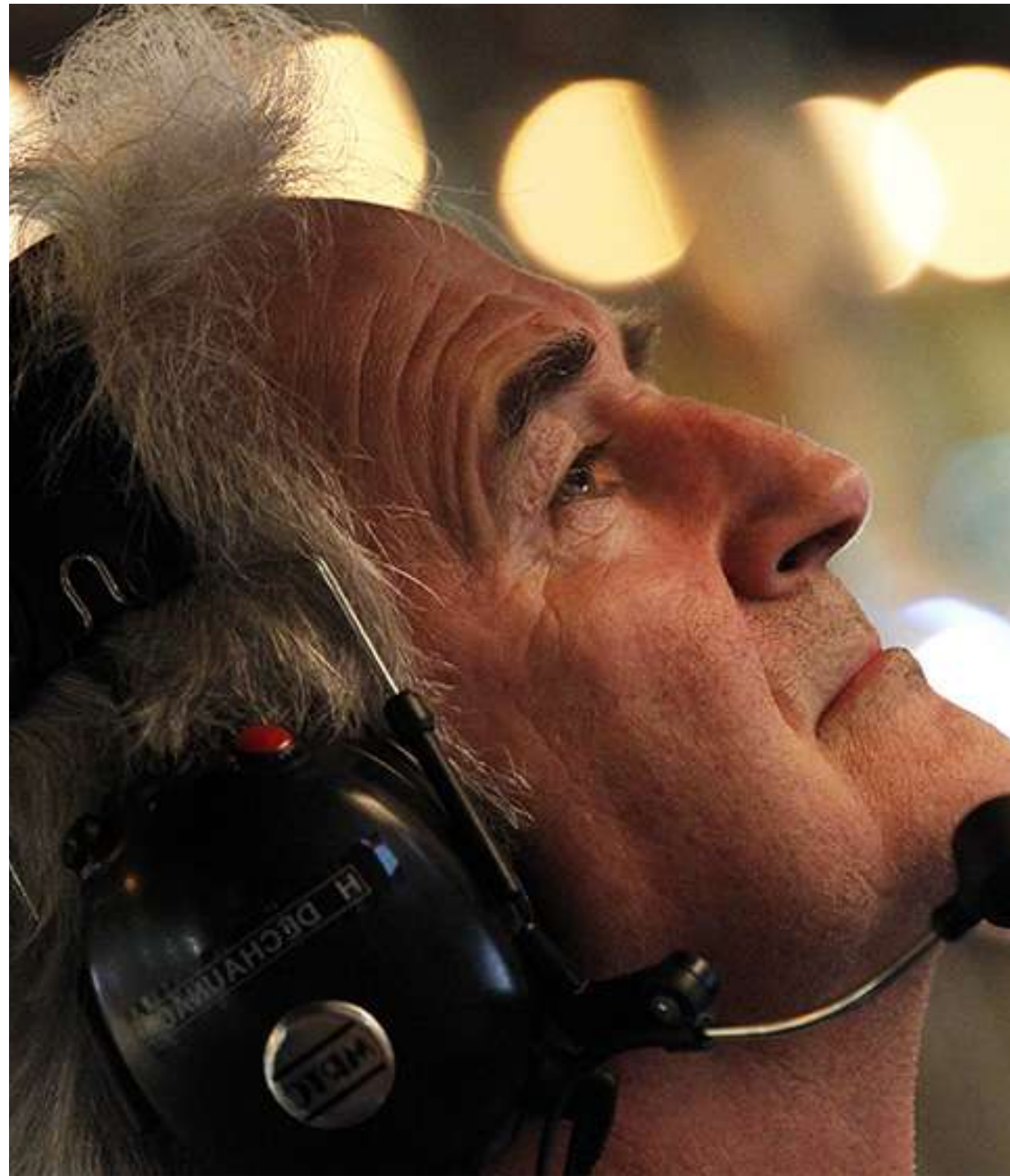
Born out of Hugues de Chaunac's passion for motorsport, in which he was involved from an early age, first as a spectator then as an amateur driver, ORECA results in years of commitment and bold decisions that turned the Group into a French flagship company within the motorsport industry.

HUGUES



President

DE CHAUNAC



How did it all begin?

Hugues de Chaunac: I founded ORECA in 1973 as a racing team. At the time, we were a bit like a springboard for the best French drivers and contributed to reveal many great talents in F2 and F3 such as Jacques Laffite, Patrick Tambay, René Arnoux, Alain Prost, Yannick Dalmas and Jean Alesi.

Following on several successes in single-seater, you started touching on other disciplines within motorsport...

I've always loved competing and winning. I knew very early on that it was necessary to diversify the Group. We first entered the 24 Hours of Le Mans with an Alpine A442 in 1977. That's when I fell in love with that race. And actually it became a focal point for the Group's industrial development.

Another key year was 1987 when we moved from Magny-Cours to Signes, near Circuit Paul Ricard. This led to a myriad of experiences in different disciplines: touring, rallying, rallycross and rally-raid. It was so exciting!

As early as the 1990s, you started running programmes for major manufacturers...

1991 was a special year to us, with the unexpected triumph of Mazda at the 24 Hours of Le Mans – first Japanese manufacturer to win in La Sarthe! Then came further wins with BMW as well as the unforgettable success story with Chrysler's Viper GTS-R which culminated in an incredible overall victory at the 2000 24 Hours of Daytona.

In 2003, we won the Junior World Rally Championship with Renault and became European Champion the following year. That was another highlight in ORECA's history.

Working alongside some of the major manufacturers was a way for us to surpass ourselves and to take to the track with them as opposed to against them.

The 2000s marked several turning points for the Group...

Indeed! First we got our own engine department in 2004, having acquired SNBE in Magny-Cours. We then went onto acquiring Courage in 2007 and started building our own Le Mans prototypes.

In 2012, we seized the opportunity to work with Toyota as they returned to the highest level of endurance racing. We became in charge of their operational support. This eight-year partnership was punctuated by great victories. But above all, how fantastic to get to work on such an exciting project with the greatest car manufacturer!

In 2014, ORECA also signed a six-year partnership with Rebellion Racing to design, develop and manufacture the Rebellion R-One that same year, followed by the Rebellion R-13 in 2018.

Then came 2017, the year the ORECA 07 was born. Had you anticipated such a success?

Absolutely not! What a surprise to see an all-ORECA LMP2 grid this year! It shows that LMP2 is an attractive class and reminds us that we have a responsibility as a manufacturer. We'll have to rise to the occasion and we'll make sure that every single one of our cars crosses the finish line!

Especially as the 24 Hours of Le Mans celebrates its 100th anniversary this year...

To attend the centenary of the world's most prestigious endurance race is a fantastic opportunity, but to be the most represented manufacturer on the starting grid is just incredible! For me personally, the 24 Hours of Le Mans was love at first sight! That initial flame has never been extinguished despite the stress, failures and efforts. Le Mans is everything at once: wins, defeats, cohesion, wild ambitions...

We're about to celebrate a century of passion and thrills all together as part of a very special edition and in a festive atmosphere orchestrated by the ACO, and the main show on that incredible track is going to be sensational.

The 24 Hours of Le Mans celebrates its 100th anniversary and ORECA its 50th!

Lots has happened in 50 years: wins, defeats, amazing human stories, and the absolute passion for it all remains intact! I'm both immensely delighted and particularly proud to see the Group celebrate its 50th anniversary.

It's half a century that was marked by amazing collaborations with the greatest manufacturers and a huge satisfaction to have helped so many drivers reach the highest level, first in single-seater then in endurance racing.

It's also fantastic to have managed to gather together an incredible team of engineers and mechanics to carry out a monumental amount of work both in our workshops and alongside the greatest races.

Finally, I'm very proud to have managed to turn my passion into a company that is in constant development. The more the years go by, the more the long-term perspective becomes important for the Group. I'm convinced that the next 50 years are going to be exciting and my wildest dream is for ORECA to one day celebrate its 100th anniversary as a recognised and established brand in the sport industry.



5 KEY YEARS



1975, 1983, 1989, 1997, 2007,

The motorsport saga began. Hugues de Chaunac met Jacques Laffitte and formed a partnership with Tico Martini, leading to ORECA's first victories. That same year, the team established its headquarters near Circuit de Nevers Magny-Cours and grew from five people to around fifteen.

De Chaunac had always been keen on diversifying his activities in order to ensure a long-term future for ORECA. In 1983, he launched his own mail order project which later became the online selling platform ORECA Store. Then in 1987, he launched ORECA Events, which granted more stability to the Group.

ORECA started touching on a large number of disciplines and moved to Signes, near the Circuit Paul Ricard. De Chaunac met Jacky Ickx and embarked on a new project: a rally-raid competition with a Lada developed by Ickx. This exciting project culminated in a win in the Rallye des Pharaons. One of the Group's greatest successes!

A decisive turning point for ORECA. Hugues de Chaunac went to the United States on his own to pitch the company's proposal to Chrysler, which then led to several wins: three back to back at the 24 Hours of Le Mans then as part of the FIA GT championship and American championship. A phenomenal five-year saga which culminated in an overall win in the 2000 24 Hours of Daytona.

In 2007, ORECA started manufacturing race cars having acquired Courage. In ten years, the Var-based manufacturer became one of the world leaders. The 100th ORECA 07 chassis came out of the workshops in 2022. Altogether so far all of those LMP2 cars have notched up over 100 wins in class!



2023 24 HOURS OF LE MANS

BEHIND THE SCENES



Technical Director

How does ORECA Technology get ready for the 24 Hours of Le Mans?

From January onwards, we're in touch with our customers to prepare for the race in Le Mans and anticipate their needs, even though at that time of the year we still don't know what the exact entry list will be. Though there are some teams that we know for sure will participate in the event, we still have to bet on different options and adjust our stocks accordingly – bearing in mind that the spare parts that are sold for the 24

Hours of Le Mans count as almost half of our overall stock. We thus address as many requests as possible very early on at the start of the season so that we can then anticipate and get organised for the final adjustments required just before the race.

Fairness is highly important to us. Whether 10, 15 or 20 teams race with an ORECA 07, every single car must take to the track under optimum conditions.

How does ORECA Technology's technical support works?

Customer support is fundamental for ORECA. Whether during the competitions or in the workshop, each customer benefits from ORECA technicians' constant attention, commitment and responsiveness.

A dozen members of staff, plus the head of our LMP2 customer competition programme Bart Hayden, will attend Le Mans to support the different teams.

Our Technical Manager Denis Lemort helps customers in relation to the sporting authorities and is assisted by two mechanics who work on the different chassis. Frédéric Segond is in charge of the spare parts department which counts three members of staff who look after orders and deliveries. Maxime Leclerc and Riccardo Sicuranza will be there to carry out

composite emergency repairs with two objectives in mind: compliance and safety.

Though the teams are very familiar with our cars and therefore increasingly independent in terms of mechanics and composite, electronics however remain highly sophisticated and complex, thus requiring greater expertise. Three engineers are specifically there to guide the teams in relation to the ORECA 07's on-board systems. They help them to optimise the quality of the car's data.

We spend 15 days on site, meaning that we take the time to see each of our customers, answer their questions and gather their feedback in order to anticipate their needs. The practice sessions also allow us to check that each car is ready.



Where do you store all of the spare parts during the race?

Two semi-trailers come to Le Mans, each of them bringing several thousand parts. The teams can directly order from them for their last-minute repairs. We also have a stock of spare parts ready to be dispatched if needed, at our headquarters in Signes.

24 ORECA 07s will be taking part in the race of the century. Do you feel the pressure?

Seeing an all-ORECA LMP2 grid this year stands as a reward for all the work that we've put in to produce this high-performance prototype. We're really determined to see every single one of these cars cross the finish line and we're putting a lot of energy into that goal because it's also up to us.

The LMP2 class is so competitive that the gaps between cars are tiny. There's always a great show on track. We want to bring all of our expertise to the table and support every single team so that all of the cars are the same and only men make the difference.

It's also going to be a first for the Ferrari 296 GT3 in Road to Le Mans!

That's right. Two of the Ferraris that we've assembled in our workshops will be competing in the opening race of the 24 Hours of Le Mans in the Road to Le Mans GT3 class, which promises to be highly competitive. They too will benefit from support. We hope that this little foretaste of 2024 turns into a success on track!

Lastly, you're currently working on a new Alpine prototype due to race in the LMDh class in 2024.

Yes, our staff members are working like mad behind the scenes, off-track! We've already designed an LMDh prototype for Acura, which we've been testing in the US. We started working on Alpine's one several months ago. Its first shakedown is scheduled this summer and we're really looking forward to see the A-arrowed brand return to the top class!

Brakes

Type:
Ventilated carbon discs
Calipers:
6-piston monobloc

Safety

6-point harness adapted for the Hans® system
75L secure flexible fuel tank with integrated fuel reserve system

Engine : GK-428 Gibson
4 200 cc 90° atmospheric V8

Maximum RPM :
8,700

Lubrification:
dry sump/staged oil pump

Electronics :
Cosworth

Body

Type:
Carbon/Kevlar

Miscellaneous

Suspension:
double wishbones with pushrods
Adjustable shock absorbers:
specifically developed by PKM
Tyres:
Goodyear
Front/Rear rims:
12,5"x18" - 13"x18"

Gearbox-Xtrac

Type:
Transverse magnesium housing
Gear change:
Steering wheel paddle shifters / Pneumatic control
Speeds:
6 + reverse



4745mm
Length

1895mm
Width

1045mm
Height

1570mm
Front track

1550mm
Rear track

3005mm
Wheelbase

950kg
Weight

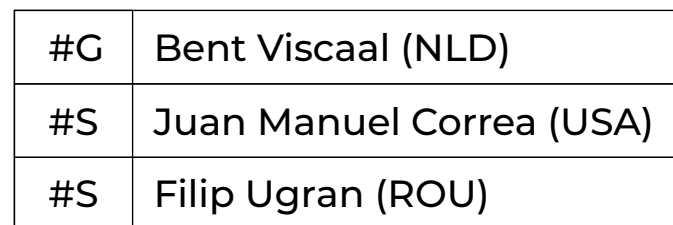


ENTRY

LIST



09



63



VECTOR SPORT

10
Pro/Am



#S	Ryan Cullen (GBR)
#G	Gabriel Aubry (FRA)
#S	Matthias Kaiser (LIE)

TOWER
MOTORSPORTS

13
Pro/Am



#B	Steven Thomas (USA)
#P	Ricky Taylor (USA)
#P	René Rast (DEU)



NIELSEN RACING

14



#B	Rodrigo Sales (USA)
#G	Mathias Beche (FRA)
#G	Ben Hanley (GBR)

JOTA

28



#S	David Heinemeier Hansson (DNK)
#G	Oliver Rasmussen (DNK)
#G	Pietro Fittipaldi (BRA)



UNITED
AUTOSPORTS

22



#G	Philip Hanson (GBR)
#P	Filipe Albuquerque (PRT)
#S	Frederick Lubin (GBR)

UNITED
AUTOSPORTS

23



#S	Joshua Pierson (USA)
#P	Tom Blomqvist (GBR)
#P	Oliver Jarvis (GBR)



DUQUEINE TEAM

30



#P	Neel Jani (CHE)
#G	René Binder (AUT)
#S	Nicolas Pino (CHL)

GRAFF RACING

39

Pro/Am



#B	Roberto Lacorte (ITA)
#P	Giedo van der Garde (NLD)
#P	Patrick Pilet (FRA)



TEAM WRT

31



#S	Sean Gelael (IDN)
#G	Ferdinand Habsburg-Lothringen (AUT)
#P	Robin Frijns (NLD)

TEAM WRT

41



#S	Rui Andrade (AGO)
#G	Louis Delétraz (CHE)
#G	Robert Kubica (POL)



INTER EUROPOL
COMPETITION

32
Pro/Am



#B	Mark Kvamme (USA)
#G	Jan Magnussen (DNK)
#S	Anders Fjordbach (DNK)

INTER EUROPOL
COMPETITION

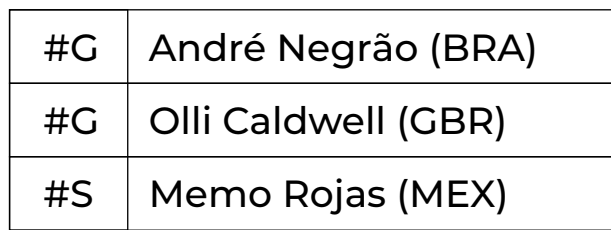
34



#S	Jakub Smiechowski (POL)
#P	Albert Costa (ESP)
#G	Fabio Scherer (CHE)



35



36



COOL RACING

37

Pro/Am



#P	Nicolas Lapierre (FRA)
#B	Alexandre Coigny (CHE)
#G	Malthe Jakobsen (DNK)

COOL RACING

47



#G	Reshad de Gêrus (FRA)
#S	Vladislav Lomko
#P	Simon Pagenaud (FRA)



DKR

ENGINEERING

43

Pro/Am



#B	Tom Van Rompuy (BEL)
#G	Ugo de Wilde (BEL)
#P	Maxime Martin (BEL)

ALGARVE PRO

RACING

45

Pro/Am



#B	George Kurtz (USA)
#G	James Allen (AUS)
#G	Colin Braun (USA)



IDEC SPORT

48



#S	Paul Lafargue (FRA)
#G	Paul Loup Chatin (FRA)
#G	Laurents Hörr (DEU)

PANIS RACING

65



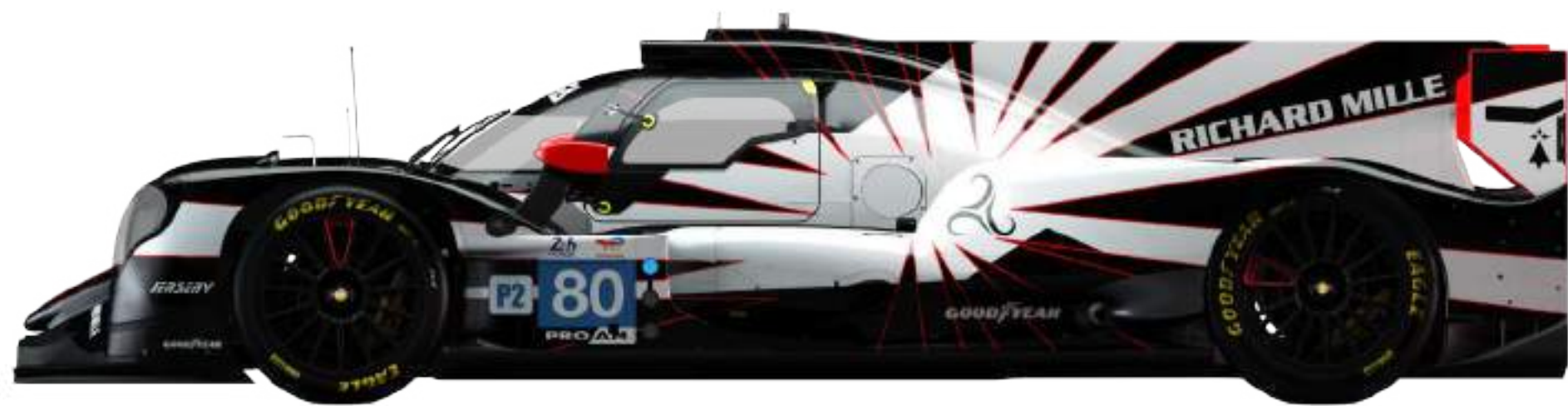
#S	Manuel Maldonado (VEN)
#G	Tijmen van der Helm (NLD)
#G	Job van Uitert (NLD)



AF CORSE

80

Pro/Am



#B	François Perrodo (FRA)
#G	Ben Barnicoat (GBR)
#G	Norman Nato (FRA)

RACING TEAM

TURKEY

923

Pro/Am



#B	Salih Yoluc (TUR)
#G	Tom Gamble (GBR)
#P	Dries Vanthoor (BEL)



24 HOURS OF LE MANS

TIMETABLE

02
JUNE

ADMINISTRATIVE CHECKING AND SCRUTINEERING
10 : 00 - 19 : 00

03
JUNE

ADMINISTRATIVE CHECKING AND SCRUTINEERING
10 : 00 - 15 : 00

04
JUNE

FREE PRACTICE 1 : TEST DAY
10 : 00 - 13 : 00

FREE PRACTICE 2 : TEST DAY
15 : 30 - 18 : 30

06
JUNE

CIRCUIT OPEN TO THE PUBLIC
13 : 00 - 18 : 00

AUTOGRAPH SESSION
14 : 00 - 15 : 00

PIT STOP CHALLENGE
15 : 15 - 16 : 30



07
JUNE

FREE PRACTICE 1 : PORSCHE CARRERA CUP LE MANS

09 : 00 - 09 : 45

FREE PRACTICE 1 : ROAD TO LE MANS

11 : 30 - 12 : 30

FREE PRACTICE 1 : 24 HOURS OF LE MANS

14 : 00 - 17 : 00

QUALIFYING PRACTICE : 24 HOURS OF LE MANS

19 : 00 - 20 : 00

FREE PRACTICE 2 : ROAD TO LE MANS

20 : 30 - 21 : 30

FREE PRACTICE 2 : 24 HOURS OF LE MANS

22 : 00 - 00 : 00





08
JUNE

FREE PRACTICE 2 : PORSCHE CARRERA CUP LE MANS
10 : 55 - 11 : 40
QUALIFYING PRACTICE 1 : ROAD TO LE MANS
12 : 55 - 13 : 15
QUALIFYING PRACTICE 2 : ROAD TO LE MANS
13 : 30 - 13 : 50
FREE PRACTICE 3 : 24 HOURS OF LE MANS
15 : 00 - 18 : 00
RACE 1 : ROAD TO LE MANS
18 : 30 - 19 : 25
HYPERPOLE : 24 HOURS OF LE MANS
20 : 00 - 20 : 30
FREE PRACTICE 4 : 24 HOURS OF LE MANS
22 : 00 - 23 : 00



09
JUNE

QUALIFYING PRACTICE : PORSCHE CARRERA CUP LE MANS
09 : 00 - 09 : 45
RACE 2 : ROAD TO LE MANS
11 : 30 - 12 : 25
DRIVERS PARADE
14 : 00 - 16 : 30
TRACK OPENED TO THE PUBLIC
14 : 30 - 19 : 30



10
JUNE

RACE : PORSCHE CARRERA CUP LE MANS

10 : 45 - 11 : 30

WARM-UP

12 : 00 - 12 : 15

OPENING CEREMONY

14 : 00 - 16 : 00

START : 24 HOURS OF LE MANS

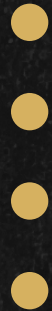
16 : 00



11
JUNE

FINISH : 24 HOURS OF LE MANS

16 : 00





ROAD

TO LE MANS

In addition to competing in LMP2, ORECA Technology is also involved in the LMP3 class via its engine department based just next to Circuit de Nevers Magny-Cours (France).

Exclusive LMP3 engine supplier, ORECA will be well-represented in that class as 38 cars, equipped with a 5.6-litre 455 hp Nissan engine, will be on Road to Le Mans's starting grid.

To ensure total fairness and guarantee the best operating conditions for teams and drivers, ORECA Magny-Cours Director Serge Meyer and his staff attach great importance to the support service they have put in place together with the Automobile Club de l'Ouest.

As in previous years, four collaborators will be available on site to provide support to the various teams.

Created in 2015, this class has always been hugely successful. 2020 marked the beginning of the LMP3 Gen II as cars got upgraded with a new engine (increased by 35 hp to reach 455 in total) and new specs were introduced. ORECA has remained the exclusive powertrain supplier (engine, gearbox, electronics).

In 2023, ORECA Technology's engine department delivered 200 second-generation engines, showing just how popular this series has become. A dozen of championships include LMP3 races across Europe, the United States and Asia.

"ORECA Magny-Cours's technical support specifically dedicated to the LMP3 class has been attending the 24 Hours of Le Mans since 2015, providing customer support during the opening race Road to Le Mans. Four collaborators will be on site throughout the race, ensuring optimal customer service, including spare parts, technical monitoring and data analysis. As always, in the event of a major problem, we will also offer engine loans or rentals to our customers."

Serge Meyer, ORECA's Engine Department Director





MOTORSPORT

PROJECTS





FERRARI 296 GT3

In late 2021, Ferrari announced a technical partnership with ORECA to assemble Ferrari 296 GT3s. Having first hit the track in early 2023, it was not long before this new Italian weapon clinched its first successes!

Back in mid-April, in Germany, the Ferrari 296 GT3 pulled off remarkable results! Indeed team Racing One managed to secure a class win (SP9 Pro-Am) on the Nordschleife while Frikadelli Racing Team won the four-hour qualifying race.

A month later, the car achieved even more and wrote a new page in motorsport history with an overall win at the 24 Hours of Nürburgring, the Italian manufacturer's first victory in the 'Green Hell'! And to round off the weekend in style, the car also came first in the SP9 Pro-Am class with WTM by Rinaldi Racing.

While the Prancing Horse brand's latest model is demonstrating amazing potential on track, the assembly of the new units is progressing at ORECA's workshop.



"I'm very proud to have seen Ferrari triumph for the first time in history at the 24 Hours of Nürburgring with the 296 GT3! The three ingredients for success were there: talented crews, expert teams and a reliable car! Congratulations to them for these two amazing victories as part of such a famous event. We hope there's more to come! Well done to our staff in the workshop who have been working hard for several months now! It's a fantastic reward that will be long remembered. Our partnership is off to an excellent start!"

Hugues de Chaunac
President



I HYDROGEN (H_2)

In late 2021, ORECA's engine department based in Magny-Cours acquired a test bench for hydrogen-powered engines. This innovative project intends to address the challenges for a responsible future in terms of reasoned and sustainable mobility.

The hydrogen combustion engine relies on hydrogen (H₂) as an energy source within a combustion engine, replacing traditional fuel or diesel. Hydrogen gas is injected directly into the combustion chamber, not into the intake duct. Using hydrogen allows to meet the challenges of the environmental transition: contrary to carbon-based fuels combustion, hydrogen combustion does not produce any carbon dioxide (CO₂) and can substantially reduce NOx (Nitrogen Oxides) particles emissions.

The project consists in converting an internal combustion engine originally designed for liquid fuels such as petrol into a hydrogen-powered engine.



One question to Vincent Garreau – Projects Director

How is it going with hydrogen-related projects at the engine department?



"In 2023, a 4-cylinder 2l turbo engine has been developed by our staff. They've worked hard to check, through experimentation, that the simulation data were coherent and that its performance level met our expectations. Today, we can certify that this is definitely the case!

We're now waiting for the green light in terms of regulations. Yet research is essential, so in the meantime we've already started tackling new projects to do with motorsport."



I TECHNOCENTRE



By the end of the year, ORECA will be launching its brand new Technocentre. With this facility, the Group, which has always been driven by a quest for performance, will benefit from top-quality industrial resources and will be able to better address the future of motorsport and changes to come.

This 8,000m² space will be fully dedicated to performance and is intended to ensure excellence in the advancement of ORECA Technology's current and future projects. It has been designed to optimise production line efficiency, guarantee continuity and coherence among the building's different spaces, and provide modern tools and equipment.

This building will also house all of ORECA's engineering as well as the different

customer competition services. More than ever, this new facility shows ORECA Technology's determination in asserting itself even more as a world reference and in continuing to develop this activity, which is strategic for the Group.

Filled with ORECA's values and positioning, this place will also be open to the Group's other activities and the outside world.

Indeed, the Technocentre's leitmotiv is all about enjoying and sharing our passion. The facility will thus also include a museum & showroom area, tracing the sporting challenges and victories that the company has taken on and achieved. Other rooms will also be available in order to host corporate seminars and to create unique events.



ORECA,

**STILL LOOKING
TO DIVERSIFY
ITSELF**

RAPHAËL



Vice-President

DE CHAUNAC

How did the Group's start diversifying its activities?

Raphaël de Chaunac: As early as the 1980s, Hugues had in mind that developing the company's activities and reaching out to other sectors was key given the unstable economic context at the time and also because motorsport often very much relied on manufacturers and sponsors.

It began in 1983 when the Group launched its own mail order platform – ORECA Diffusion – selling motorsport equipment and accessories. This has now become ORECA Store.

Then, in 1987, the Group developed a whole range of corporate seminars and incentives that were hosted at the Circuit Paul Ricard and run by ORECA Challenge, which is now ORECA Events.

How has the group evolved with these two other activities?

It has gained expertise both in e-commerce and event communications, and has also expanded its business scope, reaching out beyond motorsport itself to the automotive and sport industries.

As the internet emerged, the Group's distribution branch significantly grew and became an important e-commerce player, having developed not only its own equipment and accessories sales website (www.oreca-store.com) specifically dedicated to the world of motorsport, but also various white label online stores for brands within the automotive industry and sport sector, which involves managing all of the different aspects of e-commerce activities.

As to the events branch, it has also developed into a true events communication agency, offering a wide range of expertise in marketing activations, press launches and corporate events (seminars, trainings, incentives). The agency also works with many manufacturers and brands including Audi, Ford, Toyota, Porsche, Mazda, Stellantis, Michelin and Alpine. It's also recently started organising sports events, thus broadening its scope of activities even further.





DISTRIBUTION

BRANCH

Just like ORECA's other activities, the distribution branch has grown significantly and is currently in full swing. The Group has gathered the required human and financial resources in order to match its ambitions, with 70 employees working on its digital strategy. Having developed its own retail activity via ORECA Store, ORECA has created a Digital Retail branch to support all brands – whether within the automotive and sport industries or other sectors – in developing their e-commerce projects.



JEAN-PHILIPPE EDDAÏKRA

Marketing & Development Director

What's ORECA Digital Retail's role alongside the brands?

ORECA Digital Retail works under licence on behalf of rights holders or brands on e-commerce activities most often to do with merchandising. We're in charge of every single aspect of the activity, that is to say developing and running websites, selling products, supervising after-sales services and managing the entire value chain.

Our aim is to provide brands with all our distribution expertise, most particularly in e-commerce. This is how for instance we've developed platforms selling merchandising and spin-off products for Alpine F1 team, Motul, the French Rugby Federation and Stade Français Paris.

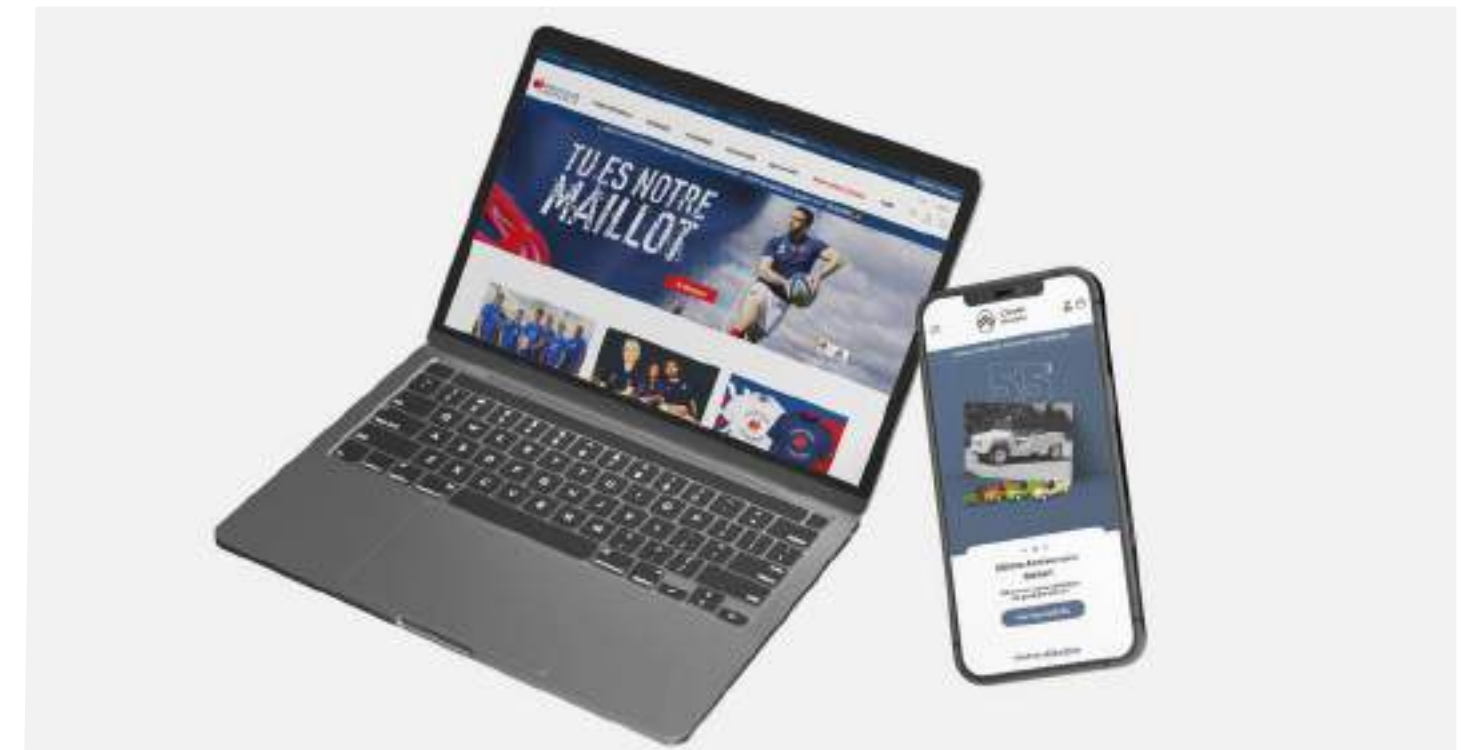
Now that ORECA Store has successfully developed into the digital world, having become a retail leader, what's next?

We're convinced that digital technology and data must be at the heart of all our distribution activities. Data is essential in motorsport, so that's our culture, that's actually part of the Group's DNA. It's allowed us to keep attuned to the market and to understand and analyse consumer habits and expectations.

We will continue to invest in this e-commerce activity because the world of internet and distance selling is constantly evolving and innovating. Gradually ORECA Digital Retail has stood out and reached out beyond motorsport. Soon we will be in charge a major football brand's online store!

Will ORECA's distribution branch be running any projects at the 24 Hours of Le Mans?

ORECA will be running the Peugeot boutique throughout the 24 Hours of Le Mans, selling all of the Jack&Jones-sponsored Peugeot Sport products, a range of accessories from the 9X8 collection for fans, as well as a selection of Peugeot products for the wider public. Those among our staff members who work full-time and all year round on Stellantis's merchandising project will be attending the event and supervise a special area within the Village where the 9X8 will be on display!





ORECA'S

EVENTS AGENCY

Like every year, ORECA Events will be leading different projects at the 24 Hours of Le Mans. Yet with this special edition, the agency will be busier than ever, working alongside three iconic motorsport brands to create powerful and thrilling experiences.

RAPHAËL  Vice-President

DE CHAUNAC

ORECA Events will be carrying out several projects in Le Mans. What are they?

That's right, this year the agency will be relying on all of its expertise to set up and coordinate different events activations for two major carmakers and one manufacturer.

We've been working with Goodyear Europe since 2021. This year, we've been entrusted with two missions: organising the evening party to celebrate the brand's 125th anniversary at Atelier des Lumières in Paris, then creating a specific VIP experience to make sure that their guests have an unforgettable time at the 24 Hours of Le Mans.

Returning to the top class, Peugeot has entrusted us with its two hospitality areas, which will welcome 750 guests, seven sponsors, employees and VIPs: the 'Lions Hospitality' will be located near the Dunlop curve while the 'Allure lounge' will be just above the Peugeot garages.

Finally, ORECA Events will also be supporting on-track entertainment. As the Porsche Carrera Cup France coordinator, having been in charge of technical, logistical and sporting aspects since 2014, ORECA Events will be organising the Porsche Carrera Cup Le Mans which will consist in one single round as a prelude to the 24 Hours of Le Mans.

To celebrate this event, Porsche Carrera Cup France has teamed up with Porsche Carrera Cup Scandinavia to offer the drivers and their Porsche 911 GT3 Cup type 992 an opportunity to take to one of the finest tracks in the world

As soon as the 24 Hours of Le Mans will be over, you'll head to another kind of ground...

Indeed. For the next three years, ORECA Events will be organising the FIBA 3x3 World Tour Masters in France, a fantastic opportunity for us! Supported by the city of Marseille and French Basketball Federation (FFBB), this FIBA-endorsed event will be held at the Palais des Sports from June 29th to July 1st, bringing together two fantastic competitions: 2023 FIBA 3x3 World Tour and Women's Series.

It's going to be a fantastic sporting event. 3x3 basketball is the number one urban team sport, in which both men and women excel. It counts millions of fans and promotes great values. With our strong experience in the organisation of sporting events and given that the agency has always been fully focused on sport, we've definitely got the expertise to coordinate this Paris 2024 Olympic Games qualifying tournament!





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Founded by Hugues de Chaunac in 1973 and based in France near Circuit Paul Ricard and Circuit de Nevers Magny-Cours, ORECA (ORganisation Exploitation Compétition Automobile) has developed over the decades to become a 300-employee Group with an international reputation. Originally a racing team, ORECA now works across all sectors within motorsport via several branches:

ORECA Technology:

In 2007, ORECA became a racing car manufacturer. Having gained expertise over the years, the Var-based company is now able to produce race cars from scratch, leading and managing the project from A to Z. Design, development, manufacturing, assembly, on-track support for customer teams; ORECA is involved at every stage of its cars' life.

As to the engine department based in Magny-Cours, it has become one of Europe's leaders in the field of engine preparation thanks to its expertise in engine preparation, design and development, and relying on ultra-modern equipment, supplying manufacturers, brands and private teams.

Get ORECA's latest news on:



ORECA-Store.com:

Leader in multi-channel sales, ORECA Store counts over 30,000 different references in stock, sold via two websites www.oreca-store.com and <https://pro.oreca.com/>, its own catalogue as well as two permanent stores and several pop-up stores at various national and international events.

Moreover, ORECA Store became FFSA licence holders' equipment supplier in 2020. This partnership is the result of a shared ambition, that is to say making motorsport more accessible and offering the best possible support to all enthusiasts and drivers as they become licence holders.

Get ORECA Store's latest news on:



ORECA Events:

For over 25 years, ORECA Events has been designing and producing live and digital experiences for all players within the automotive industry, looking to boost their performance. With strong expertise in the automotive world (products, technologies, competitions), ORECA Events supports brands in training their dealers, promoting their products and developing & federating their community.

Get ORECA Events' latest news on:



ORECA Digital Retail:

For over ten years, ORECA Digital Retail has been a multi-channel distribution expert. Originally focused on motorsport, with ORECA Store having become the French leader in the sector and increasingly popular on the European market thanks to its website, ORECA's distribution business has also diversified itself to reach the automotive and sports sectors, working for a wide variety of brands including Renault group (Renault Sport & Alpine), Audi, Volkswagen, Cupra, Fédération Internationale de l'Automobile, Fédération Française de Rugby and Stade Français Paris.

THE ORECA GROUP
WISHES THE GREATEST SUCCESS TO ALL ITS CUSTOMERS
FOR THE CENTENARY OF THE 24 HOURS OF LE MANS.

