



# 2024 HOURS OF LE MANS

MEDIA KIT







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# 2024 WILL BE A MILESTONE YEAR FOR ORECA AND ITS MOTORSPORT DEPARTMENT, WITH THE GRAND OPENING OF THE BRAND NEW TECHNOCENTRE.

This 8,000m<sup>2</sup> production site meets the highest standards of motorsport, reflecting ORECA's ongoing quest for performance both on and off the track!



# HUGUES DE CHAUNAC

ORECA Group President

**2024** will be a milestone year for ORECA and its Motorsport department, with the grand opening of the brand new **Technocentre**. This 8,000m<sup>2</sup> production site meets the **highest standards of motorsport**, reflecting ORECA's ongoing **quest for performance** both on and off the track!

Thanks to this new facility, our employees benefit from an optimal working environment. We are designing and assembling chassis for the **three classes involved in the 24 Hours of Le Mans**, which makes me very proud.

With **16 ORECA 07s** on the starting grid of the most legendary race in the world, ORECA will be well-represented in the **LMP2 class**. We are fully committed to providing the best service to our customers so that each of our cars not only take to the track but make it to the finish.

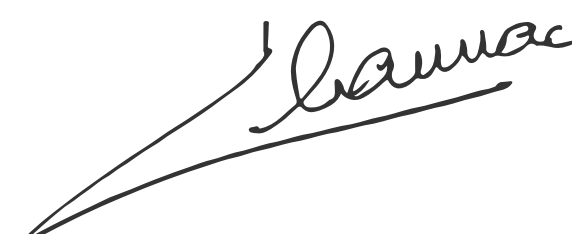
I am also very proud to see **two Alpine A424 chassis** take part in the event in the **Hypercar class**, following on our several months' collaboration with Alpine and Signatech. Our work together has proved to be successful in the past. The 24 Hours of Le Mans remain

an immense challenge to us yet we are convinced that this LMDh prototype has the potential to deliver a great performance on this track.

As to the **GT3 class**, we are very much looking forward to seeing **five Ferrari 296s** assembled in our factory so far make their Le Mans debut.

**ORECA Events** and **ORECA Retail** will also be greatly involved. They will be busy on site, setting up and running several hospitality areas, as well as two leading manufacturers' boutiques.

Once again major manufacturers, renowned teams, elite drivers and fans are about to come together as part of this unique event orchestrated by the Automobile Club de l'Ouest. **It is now time to enjoy Le Mans unrivaled fervor!**








# THE TECHNOCENTRE

ORECA'S BRAND NEW TECHNOCENTRE OPENED EARLIER THIS JUNE. WITH THIS FACILITY, ORECA MOTORSPORT – THE GROUP'S DEPARTMENT FOCUSED ON DESIGNING AND MANUFACTURING RACE CARS – IS GOING TO TAKE ON A NEW DIMENSION.





# INTERVIEW WITH RÉMI TAFFIN

ORECA Motorsport Director



## Can you tell us why the decision was made to build this new facility?

The Technocentre is a strategic project for ORECA and its Motorsport department. The idea was to develop this facility in order to optimize our production line, so to adapt to the Group's current and future needs. ORECA's always been focusing on reaching excellence and committed to pursue innovation in race car manufacturing. Actually its workforce has doubled in just two years. Given the ever-increasing demand, the company has invested in this new facility in order to meet our customers' and partners' requests in terms of research, development and production.

## What's your main goal with this new facility?

Our main goal is to guarantee excellence and precision in our quest for performance. This means that we need to optimize our production processes and guarantee the quality of our products in order to strengthen our position in the world market. This new facility will also allow us to continue to innovate and develop new products, enhancing our 'designed & assembled by ORECA' brand. Today, thanks to our workshops in Signes and Magny-Cours (France), we're able to design, manufacture and test all of the different components of our race cars (metal parts and composite materials), including their engine.

## How will you achieve this goal?

By investing in state-of-the-art equipment that will produce quality work. It includes measuring and testing devices as well as manufacturing machines that offer great precision and robustness. We've also revised and upgraded our tools, acquiring new machines to reinforce our existing fleet. Plus we've worked on optimizing circulation flow within the building, not only for employees but also for parts.

Additionally we've revised our overall organization via specific processes thanks to a new ERP system (Enterprise Resource Planning). This planning tool has been key in our development. It has allowed us to ensure efficient management across our different operations and production processes. By increasing our workforce, we aim not only to increase our production capacity, but also and above all to improve quality.

Finally, our investments are essentially focused on improving performance, most particularly through technological development. We make sure to always master the technologies we use so to ensure repeatability across our processes, in collaboration with our partners, network of suppliers and subcontractors. ORECA's primary objective is – and will remain – to design the best race cars possible and to produce them while guaranteeing production quality at different scales.

## What does this mean in practice?

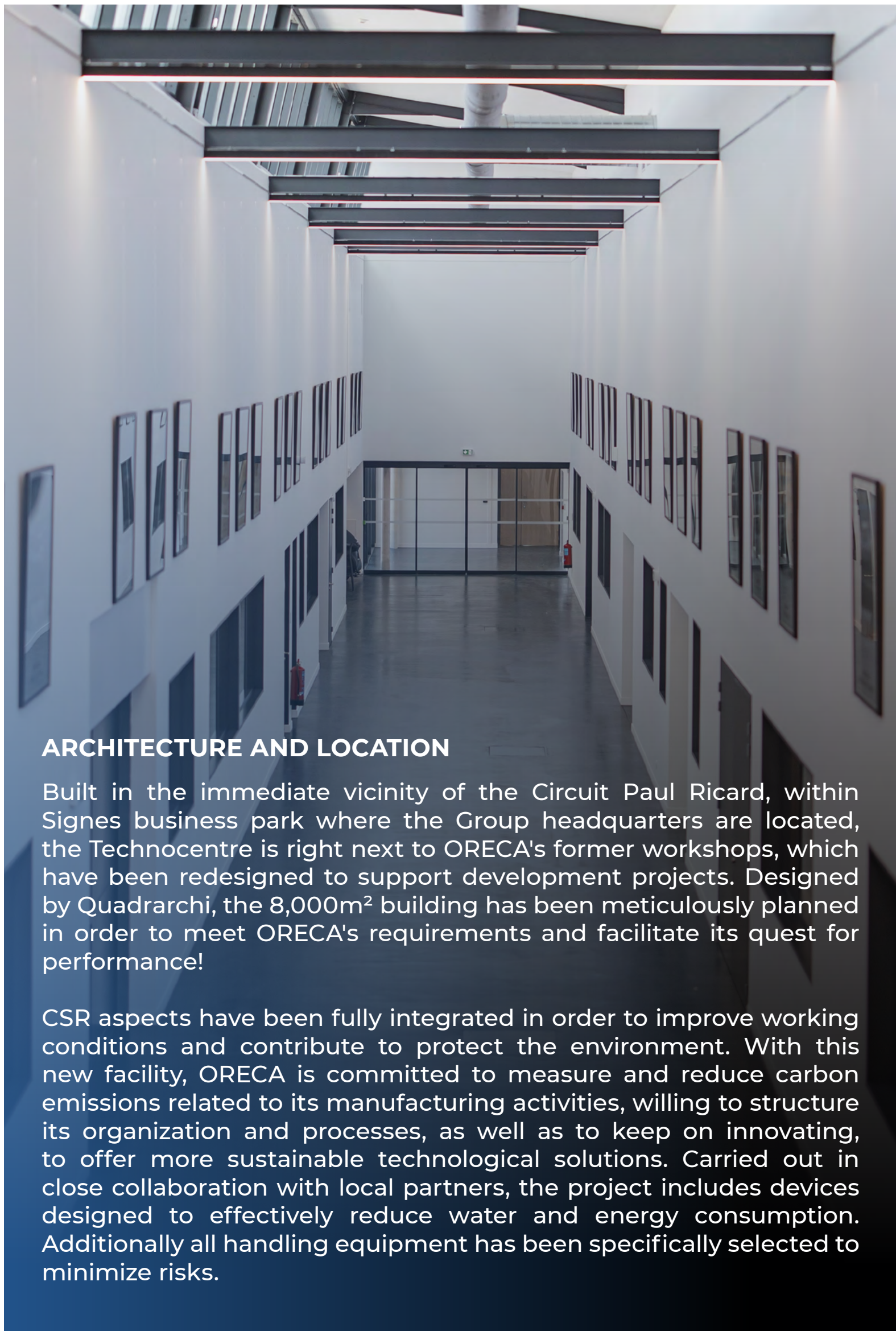
It means that we're able to design, manufacture and optimize not only the physical structure of our cars – such as the chassis for instance – but also their propulsion systems. Moreover we've got strong experience in on-track operations, which enables us to provide appropriate, effective and successful solutions on the world's different circuits.

## What impact will the new facility have on ORECA's future?

The Technocentre is one of the cornerstones on which ORECA will build its future. It provides us with the right resources to keep our momentum going in the years to come. We're looking forward to seeing what this project leads to as the Group continues to evolve towards ever more promising horizons. In an increasingly competitive environment, it's important to provide our staff members with a full range of resources and tools that will allow them to meet and exceed our quality and performance targets.



# FACTS



## ARCHITECTURE AND LOCATION

Built in the immediate vicinity of the Circuit Paul Ricard, within Signes business park where the Group headquarters are located, the Technocentre is right next to ORECA's former workshops, which have been redesigned to support development projects. Designed by Quadrarchi, the 8,000m<sup>2</sup> building has been meticulously planned in order to meet ORECA's requirements and facilitate its quest for performance!

CSR aspects have been fully integrated in order to improve working conditions and contribute to protect the environment. With this new facility, ORECA is committed to measure and reduce carbon emissions related to its manufacturing activities, willing to structure its organization and processes, as well as to keep on innovating, to offer more sustainable technological solutions. Carried out in close collaboration with local partners, the project includes devices designed to effectively reduce water and energy consumption. Additionally all handling equipment has been specifically selected to minimize risks.



## THE TECHNOCENTRE AS AN EVENT VENUE

Beyond ORECA's quest for performance, the Technocentre is also about enjoying and sharing the company's passion for motorsport. From the outset, ORECA wanted this building to be open to the public. It includes a showroom – tracing different sporting challenges and victories – and a conference room. Also, right in the center of the building, a glass passage allows to walk across the factory. Last but not least, a rooftop can host corporate seminars.



## THE BEATING HEART OF ORECA MOTORSPORT IS ITS PEOPLE

Though the modern-style building is equipped with cutting-edge technology, processes inside still remain largely done by hand. As opposed to factories that are solely governed by machines, the Technocentre relies on human presence and expertise at every single stage. Employees are supported by technologies to guarantee impeccable quality. Just like motorsport, the Technocentre has been designed to get the best out of both man and machine.



# INSIDE THE TECHNOCENTRE

**ORECA Motorsport** now has **18,000m<sup>2</sup>** of workspace in total: 8,000m<sup>2</sup> in the new factory, **6,000m<sup>2</sup>** in the former building, and **4,000m<sup>2</sup>** in Magny-Cours.

As you walk along the 110 meters' long and 6 meters' wide central glass corridor, you get to see the different workshops and stages of the production process: **draping, curing, demolding of composite parts, mechanized welding, machining, metrology, electricity, manufacturing of sub-assemblies and final assembly.**

This is also where the 30 members of our engineering team carry out **design, research and development activities.**

The facility also hosts activities related to customer competition: 35 employees are in charge of a 2,000m<sup>2</sup> area, managing the supply chain and supervising stocks.

A **new ERP solution** has been put in place in order to streamline our processes and launch a digital transformation across all production stages. The software enables us to modernize our processes, monitor inventory levels in real time and follow our customers' requirements.







# ORECA MOTORSPORT AT THE 24 HOURS OF LE MANS

AS ORECA SHARES ITS PASSION FOR EXCELLENCE AND APPETITE FOR PERFORMANCE WITH THE GREATEST STAKEHOLDERS OF ENDURANCE RACING, ITS MOTORSPORT DEPARTMENT HAS BECOME A LEADING AND TRUSTED PARTNER.

A LARGE TEAM OF ENGINEERS, TECHNICIANS, MECHANICS AND PLASTIC EXPERTS WILL ATTEND THE EVENT TO PROVIDE EFFECTIVE SUPPORT WITHIN THE THREE CLASSES THAT ORECA IS INVOLVED IN.





# TWO ALPINE A424 TO HIT LE MANS TRACK IN HYPERCAR

In 2024 Alpine is taking a new step forward by entering the FIA WEC's main class with the Alpine A424, a Hypercar developed in eighteen months. The French manufacturer has chosen an ORECA chassis for its LMDh entry.

The A-arrowed brand's first prototype to enter the hybrid era is the result of a close collaboration between Alpine Endurance Team, Signatech and ORECA. Their work together has proved to be successful in the past given that Alpine has clinched three LMP2 successes at the 24 Hours of Le Mans (2016, 2018, 2019) and has won both the ELMS (2013 & 2014) and FIA WEC (2016 & 2019) with Alpine prototypes designed and developed by ORECA Motorsport.





# ALL-ORECA 07 LMP2 GRID ↗

The **All-ORECA 07** grid in the **LMP2** class is a great reward, given the colossal amount of work that went into producing this ultrareliable and efficient prototype.

122

ORECA 07 CHASSIS  
MANUFACTURED

25%

FOR THIS 92<sup>ND</sup> EDITION  
OF THE 24 HOURS OF  
LE MANS, 25 % OF THE  
GRID WILL COMPETE  
WITH AN ORECA 07

190

EMPLOYEES IN  
THE MOTORSPORT  
DEPARTMENT

ORECA 07

REMAINS UNBEATEN  
IN LE MANS SINCE IT  
FIRST TOOK TO THE  
TRACK IN 2017

TO DATE

167 RACES  
142 POLES  
140 WINS





# FIVE FERRARI 296 TO HIT THE TRACK IN THE GT3 CLASS

The establishment of the Technocentre and its modern facilities **allows for an increased workload**, thereby enhancing the assembly pace of the Ferrari 296 GT3.

**Victorious last year at the 24 Hours of Nürburgring**, it will make its debut at the 2024 24 Hours of Le Mans with **five cars** entered by Vista AF Corse, JMW Motorsport, GR Racing, and Spirit of Race.





# ORECA, EXCLUSIVE ENGINE SUPPLIER IN LMP3

As the exclusive engine supplier in the LMP3 class, ORECA Motorsport will be supporting the **40 prototypes** that will take part in Road to Le Mans, powered by a 5.6-liter 455 hp Nissan engine.

To ensure total fairness and guarantee the best operating conditions for drivers, Serge Meyer – Director of ORECA's Engine Department based in Magny-Cours – has set up a high-quality support service, with the help of the ACO.

*"Our technical support specifically dedicated to the LMP3 class will be attending the 24 Hours of Le Mans to support customers who take part in Road to Le Mans. Four collaborators will be on site throughout the race, ensuring high-quality customer service which includes spare parts, technical monitoring, data analysis and providing parts if necessary. In the event of a major problem, we will also offer engine loans or rentals to our customers, their satisfaction and success has always been our priority."*  
ORECA's Engine Department Director Serge Meyer

Created in 2015, this class has always been hugely successful since over 400 Nissan Atmo V8 have been produced in 9 years (200 Nismo VK50 engines homologated between 2015 and 2019, then 204 Nismo VK56 homologated between 2020 and 2024).

**The LMP3 class will open a new chapter in 2025: ORECA will introduce a new powerplant based on a 3.5-liter V6 twin-turbo Toyota engine.**

The LMP3 class will switch to this new engine in 2025. Following on an invitation to tender, the ACO selected ORECA's proposal based on a 3.5 liter 470 hp V6 twin-turbo Toyota engine for the 2025-2029 homologation period.

**Featuring the latest technology**, this engine has a smaller displacement and a twin-turbo setup, offering greater power than the previous one, while guaranteeing lower specific fuel consumption.

*"Our teams have been working on developing this new V6 twin-turbo engine for several months now and I'd like to thank Toyota for their support. Having been homologated, it's about to go through a series of on-track tests before eventually making its debut in competition when the Michelin Le Mans Cup and ELMS kick off in 2025. It'll be used through to 2029."* ORECA Motorsport Director Rémi Taffin



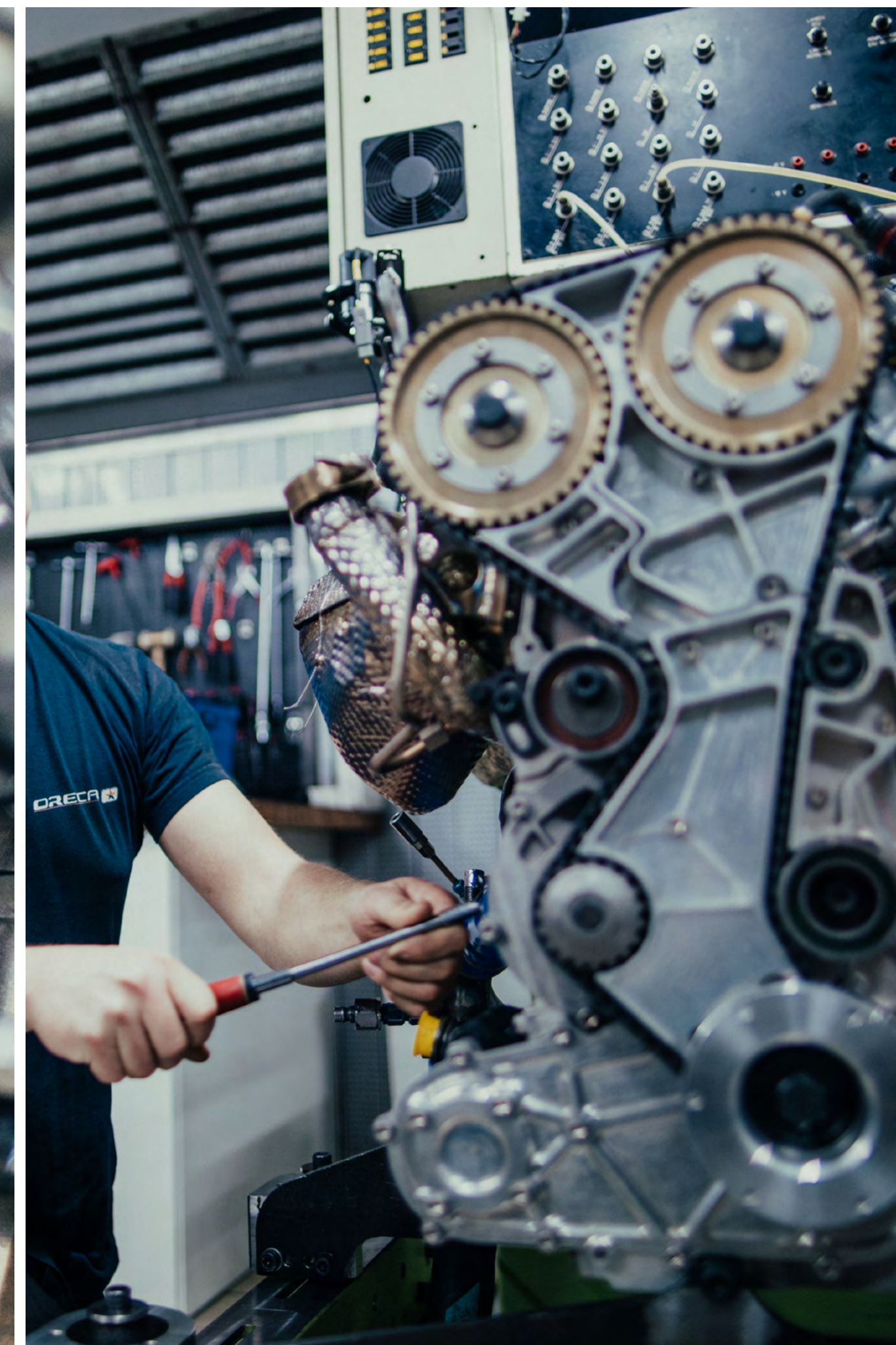
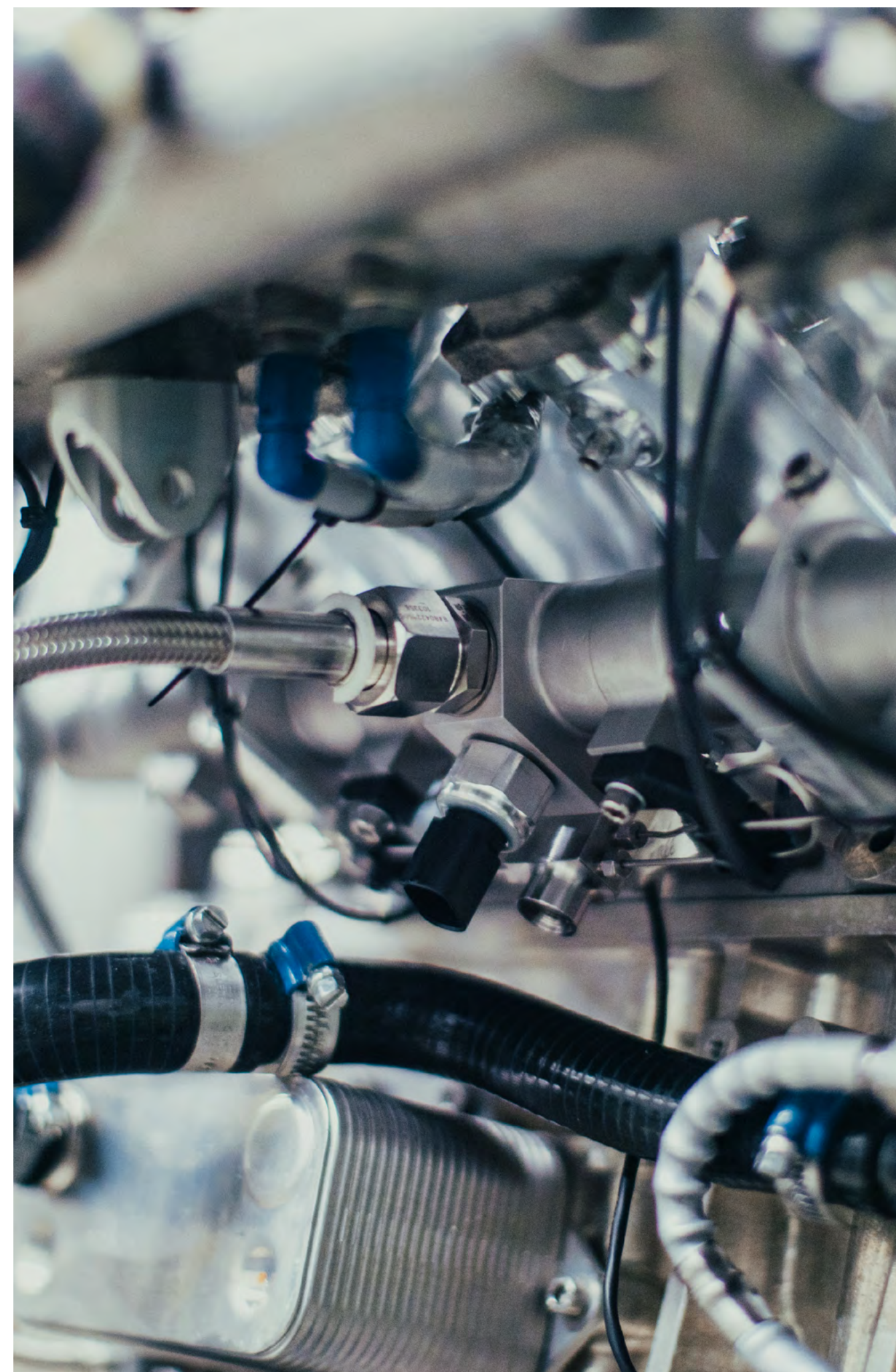


# HYDROGEN ↗

Having acquired a test bench for hydrogen-based engines back in 2021, ORECA is now **working on its ICE H<sub>2</sub> project** which aims to use hydrogen as an energy source within a combustion engine, replacing traditional fuels.

Indeed, in the context of motorsport, combustion engines remain most suitable in terms of performance. To support environmental and energy transitions, **ORECA has developed a 2.0-liter turbo 4-cylinder engine**, which now powers Alpine's Alpenglow Hy4 prototype. This collaboration is still ongoing as part of a V6 engine project.

**The idea with this hydrogen-powered engine** is to produce a car that **does not emit any carbon dioxide**, while reducing NOx emissions. To top it all, this engine retains the 'feeling' of a combustion engine in terms of sound and vibrations.







# ORECA NORTH AMERICA



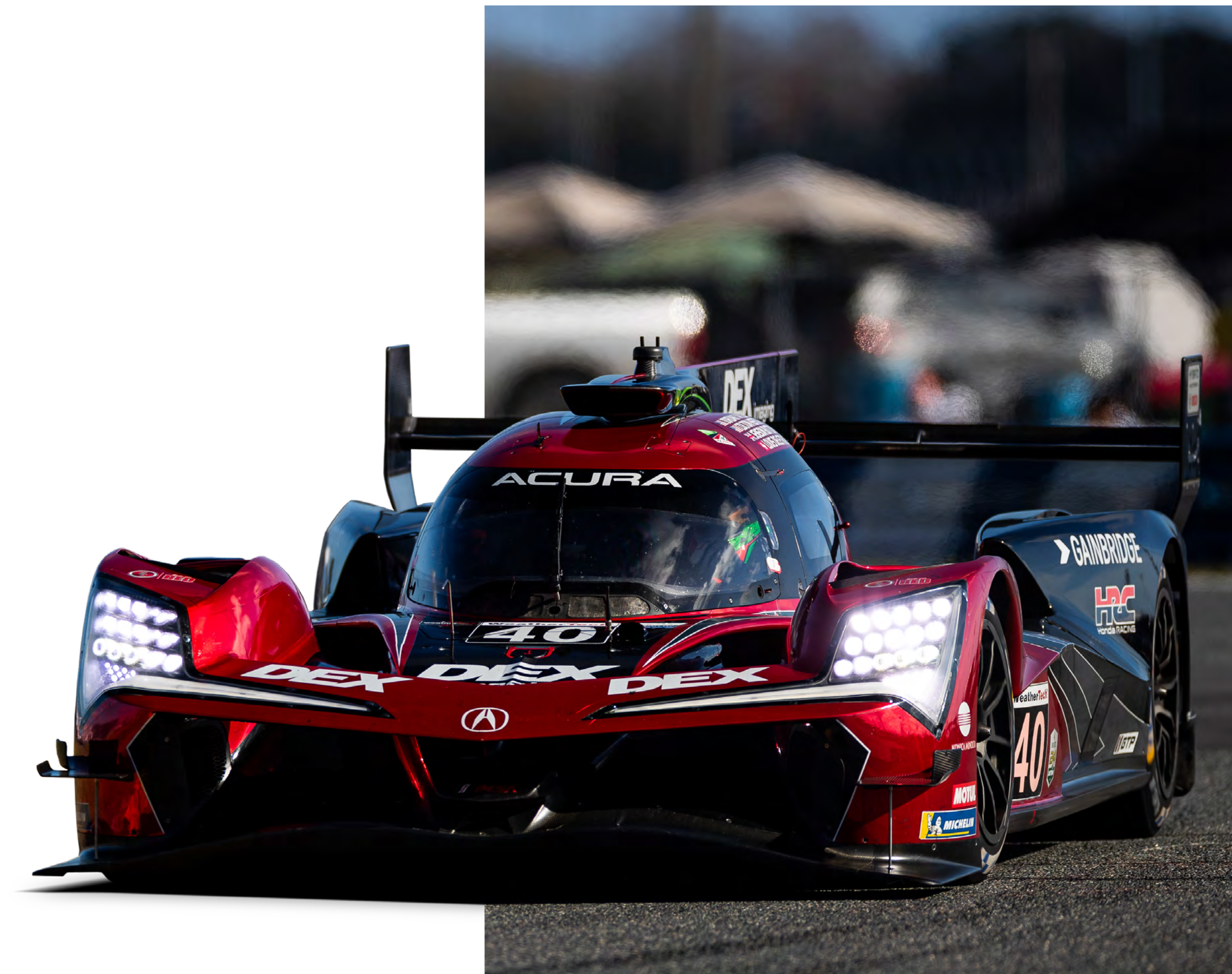


# ORECA NORTH AMERICA ↗

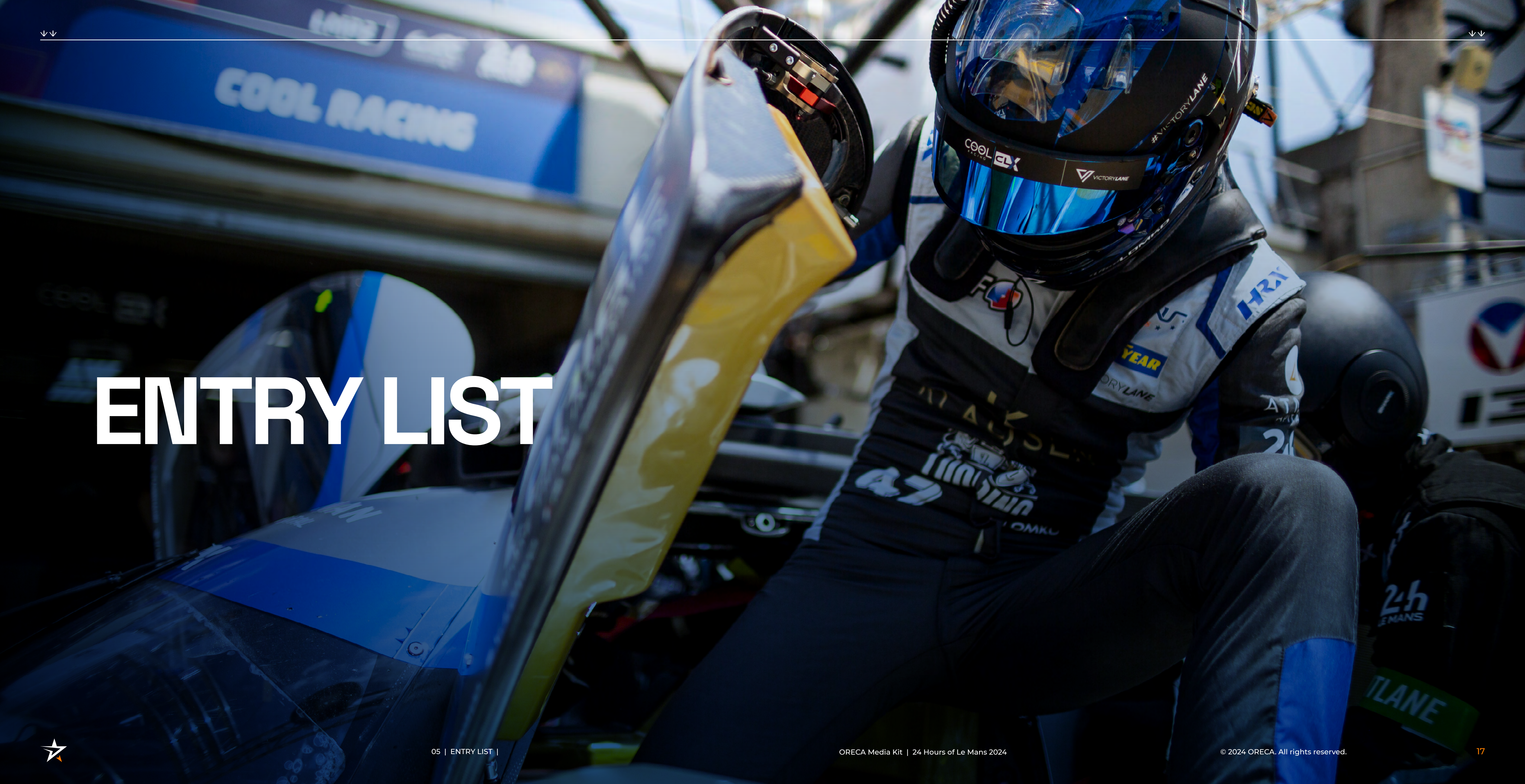
**ORECA North America (ONA) opened in late 2023.** Until then ORECA's activities in the region had been managed through a collaboration with Chicago-based Carl Haas Automobile Imports Inc., which used to stock, ship and sell parts to teams competing in the US with ORECA-produced cars. This partnership was productive as Haas provided solid support to the LMP2 program, yet ORECA decided to launch a brand new branch. Based in Indianapolis, **it supports the company's development in the US as part of the GT3, LMP2 and GTP programs.**

Juncos Hollinger Racing IndyCar former team manager Vince Kremer leads the project. With his extensive experience in motorsport, he has been running ORECA North America operations since December. He is currently working on organizing and structuring the branch, his team of collaborators is expected to grow over the coming months. ORECA's US customer service manager Jonathan Perrin is there to support him, liaising between ORECA North America and the teams managed by Denis Lemort in Signes (France).

**ORECA's IMSA customer base has grown significantly over the years,** thanks to several factors: the **two Acuras competing in GTP, the LMP2 class, the success of the Ferrari 296 GT3 as well as ORECA's engine supplier role in LMP3.** With two semi-trailer trucks – one dedicated to Ferrari support and the other to LMP customers – ORECA's priority is to provide an ever more efficient service to its customers. This project will allow ORECA not only to improve its current services and gain efficiency, but also to explore new customer services or new activities while being on site, in the US.









# ENTRY LIST





# ENTRY LIST


> TEAM	> NUMBER
ALPINE ENDURANCE TEAM	# 35
<div>&gt; HYPERCAR</div> <div></div>	
> DRIVERS	> CATEGORY
PAUL-LOUP CHATIN	G
FERDINAND HABSBURG-LOTHRINGEN	G
CHARLES MILESI	G

> TEAM	> NUMBER
ALPINE ENDURANCE TEAM	# 36
<div>&gt; HYPERCAR</div> <div></div>	
> DRIVERS	> CATEGORY
NICOLAS LAPIERRE	P
MICK SCHUMACHER	P
MATTHIEU VAXIVIERE	G




# ENTRY LIST


> TEAM	> NUMBER
PROTON COMPETITION	# 9
> LMP2	
	
> DRIVERS	> CATEGORY
JONAS RIED	S
MACEO CAPIETTO	S
BENT VISCAAL	G

> TEAM	> NUMBER
VECTOR SPORT	# 10
> LMP2	
	
> DRIVERS	> CATEGORY
RYAN CULLEN	S
PATRICK PILET	P
STÉPHANE RICHELMI	G



# ENTRY LIST


> TEAM	> NUMBER
AO BY TF	# 14
<div>&gt; LMP2</div> 	
> DRIVERS	> CATEGORY
PJ HYETT	B
LOUIS DELÉTRAZ	G
ALEX QUINN	G

> TEAM	> NUMBER
UNITED AUTOSPORTS	# 22
<div>&gt; LMP2</div> 	
> DRIVERS	> CATEGORY
OLIVIER JARVIS	P
BIJOY GARG	S
NOLAN SIEGEL	G



# ENTRY LIST


> TEAM	> NUMBER
UNITED AUTOSPORTS USA	# 23
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
BEN KEATING	B
FILIBE ALBUQUERQUE	P
BEN HANLEY	G

> TEAM	> NUMBER
NIELSEN RACING	# 24
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
FABIO SCHERER	G
DAVID HEINEMEIER HANSSON	S
KYFFIN SIMPSON	G




# ENTRY LIST


> TEAM	> NUMBER
ALGARVE PRO RACING	# 25
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
MATTHIAS KAISER	S
OLLI CALDWELL	G
ROMAN DE ANGELIS	G

> TEAM	> NUMBER
IDEC SPORT	# 28
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
PAUL LAFARGUE	S
JOB VAN UITERT	G
RESHAD DE GERUS	G




# ENTRY LIST


> TEAM	> NUMBER
DUQUEINE TEAM	# 30
> LMP2	
	
> DRIVERS	> CATEGORY
JOHN FALB	B
JAMES ALLEN	G
JEAN-BAPTISTE SIMMENAUER	G

> TEAM	> NUMBER
DKR ENGINEERING	# 33
> LMP2	
	
> DRIVERS	> CATEGORY
ALEXANDER MATTSCHULL	B
RENE BINDER	G
LAURENTS HORR	G




# ENTRY LIST


> TEAM	> NUMBER
INTER EUROPOL COMPETITION	# 34
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
JAKUB SMIECHOWSKI	S
VLADISLAV LOMKO	G
CLÉMENT NOVALAK	G

> TEAM	> NUMBER
COOL RACING	# 37
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
LORENZO FLUXA	S
MALTHE JAKOBSEN	G
RITOMO MIYATA	P




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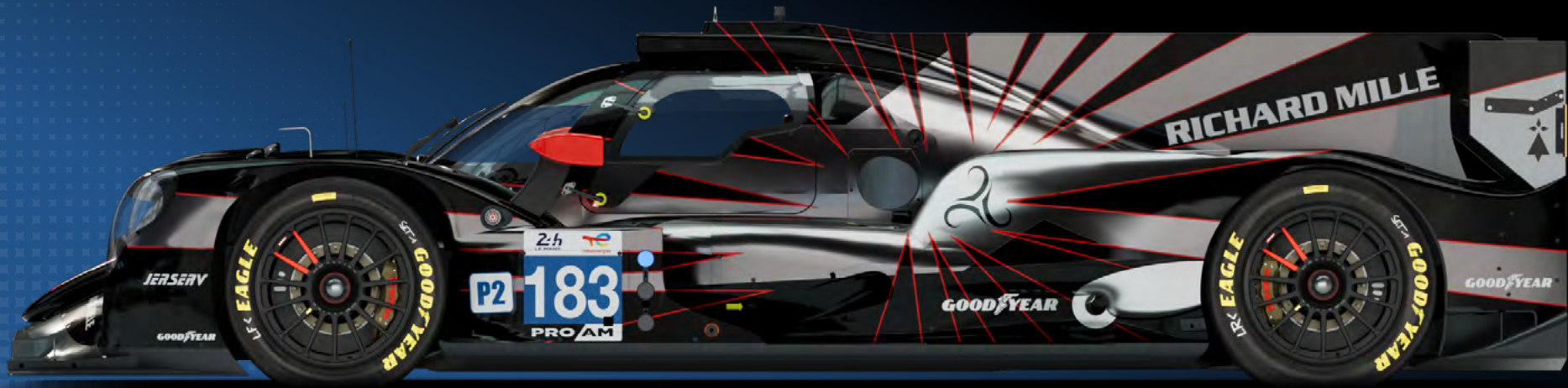
> TEAM	> NUMBER
CROWDSTRIKE RACING BY APR	# 45
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
GEORGE KURTZ	B
COLIN BRAUN	G
NICKY CATSBURG	P

> TEAM	> NUMBER
COOL RACING	# 47
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
NAVEEN RAO	B
MATTHEW BELL	G
FREDERIK VESTI	P



# ENTRY LIST

> TEAM	> NUMBER
PANIS RACING	# 65
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
RODRIGO SALES	B
MATHIAS BECHE	G
SCOTT HUFFAKER	G

> TEAM	> NUMBER
AF CORSE	# 183
<div>&gt; LMP2</div> <div></div>	
> DRIVERS	> CATEGORY
FRANÇOIS PERRODO	B
BAN BARNICOAT	P
NICOLAS VARRONE	G





# TECHNICAL SPECS

ORECA 07

ALPINE A424





# ORECA 07

## TECHNICAL SPECS

### + CHASSIS

- / Structure: Carbon & honeycomb
- / Length: 4 745 mm
- / Width: 1 895 mm
- / Height: 1 045 mm
- / Front track: 1 560 mm
- / Rear track: 1 550 mm
- / Wheel base: 3 005 mm
- / Weight: 930 kg

### + BODYWORK

- / Carbon/Kevlar

### + SAFETY

- / Harness: 6-point harness adapted for the Hans® system
- / Fuel cell: 75L secure flexible fuel tank with integrated fuel reserve system

### + BRAKES

- / Type: Ventilated carbon discs
- / Calipers: Six-piston one-piece

### + ENGINE

- / Gibson GK-428: 4 200 cc
- / Type: V8 atmospheric 90°
- / Maximum RPM: 8 700 RPM
- / Lubrification : Dry sump - staged oil pump
- / Electronics : Cosworth

### + GEARBOX

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

### + MISCELLANEOUS

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





# ALPINE A424

## TECHNICAL SPECS

### + CHASSIS

- / Structure: Carbon fibre & honeycomb bodyshell
- / Suspensions: Double wishbone with pushrods
- / Steering: Electric power-assisted
- / Length: 5088 mm
- / Width: 1992 mm
- / Height: 1055 mm
- / Wheel base: 3148 mm
- / Weight: 1030 kg (according to BOP)

### + BODYWORK

- / Carbon

### + SAFETY

- / Harness: Six-point, adapted for the Hans® system
- / Fuel cell: Safety rubber tank with built-in reserve system

### + BRAKES

- / Discs: Carbone Industrie ventilated carbon
- / Calipers: Six-piston one-piece

### + ENGINE

- / V6 single turbo at 95° - 3.4l
- / 500 kW / 675 horsepower (according to BOP) / 9,000 RPM
- / Hybrid system : Bosch standard / +30-50 kW depending on tracks / -170 kW
- / Lubrification: Dry sump/multi-stage oil pump
- / ECU: Magneti Marelli

### + GEARBOX

- / Brand: Xtrac
- / Type: Longitudinal
- / Gearshift: Steering wheel-mounted paddles and pneumatic control
- / Gears: 7 + reverse gear

### + WHEELS

- / Front tyres: Michelin 29-71/R18
- / Rear tyres: Michelin 34-71/R18
- / Front wheels: 12.5"x18"
- / Rear wheels: 14"x18"





# TIMETABLE OF THE 24 HOURS OF LA MANS 2024



## FRIDAY 7 JUNE

10:00 - 19:00  
SCRUTINEERING

## SATURDAY 8 JUNE

10:00 - 15:00  
SCRUTINEERING

## SUNDAY 9 JUNE

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

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

## TUESDAY 11 JUNE

14:00 - 15:00  
AUTOGRAPH SESSION

15:15 - 16:30  
PIT STOP CHALLENGE

## WEDNESDAY 12 JUNE

11:45 - 12:45  
ROAD TO LE MANS | FREE PRACTICE 1

14:00 - 17:00  
24 HOURS OF LE MANS | FREE PRACTICE 1

19:00 - 20:00  
24 HOURS OF LE MANS | QUALIFYING

20:30 - 21:30  
ROAD TO LE MANS | FREE PRACTICE 2

22:00 - MIDNIGHT  
24 HOURS OF LE MANS | FREE PRACTICE 2

## THURSDAY 13 JUNE

10:30 - 10:50  
ROAD TO LE MANS | QUALIFYING 1

11:05 - 11:25  
ROAD TO LE MANS | QUALIFYING 2

15:00 - 18:00  
24 HOURS OF LE MANS | FREE PRACTICE 3

18:30 - 19:25  
ROAD TO LE MANS | RACE 1

22:00 - 23:00  
24 HOURS OF LE MANS | FREE PRACTICE 4

## FRIDAY 14 JUNE

15:00 - 20:00  
TRACK OPEN TO PUBLIC

16:00 - 19:00  
DRIVERS PARADE | DOWNTOWN

## SATURDAY 15 JUNE

10:35 - 11:30  
ROAD TO LE MANS | RACE 2

12:00 - 12:15  
WARM-UP

15:30 - 15:50  
24 HOURS OF LE MANS | STARTING CEREMONY

16:00  
24 HOURS OF LE MANS | START

## SUNDAY 16 JUNE

16:00  
24 HEURES DU MANS | CHECKERED FLAG





PEUGEOT  
SPORT

# ORECA EVENTS AT THE 24 HOURS OF LE MANS

SINCE 2008, THE 24 HOURS OF LE MANS HAVE ALWAYS BEEN A BUSY TIME OF YEAR FOR ORECA EVENTS, AND THIS YEAR MORE THAN EVER! WITH SUCH A LARGE-SCALE EDITION, A TEAM OF NEARLY 300 PEOPLE WILL BE LOOKING AFTER AROUND 3,000 GUESTS. THIS IS A FIRST! THE AGENCY WILL BE WORKING ALONGSIDE FOUR ICONIC MOTORSPORT BRANDS TO CREATE ONE-OF-A-KIND EXPERIENCES FOR THEIR GUESTS.





# PROJECTS ON SITE ↗

For several months now, the agency has been fully involved in setting up and coordinating different **event activations** for **three major carmakers** and **one manufacturer**.

**ORECA Events** has been supporting **Goodyear** since 2021, developing specific VIP activations. 250 guests from Goodyear Europe, France and Asia Pacific will get to enjoy a personalized immersive experience inside the Goodyear Racing Club, following the race from both the grandstands and the legendary Indianapolis bend, as well as flying above the circuit aboard the famous Blimp.

Once again this year **Peugeot** has entrusted ORECA Events with its two hospitality areas, which will welcome 750 guests, 7 sponsors, 90 journalists, in-house staff as well as VIPs. The 'Lions Hospitality' will be located near the Dunlop curve while the 'Allure lounge' will be just above the Peugeot garages.

**Ferrari** has also decided to work with ORECA Events again for its activations. The project consists in setting up and ensuring technical management of 'Casa Ferrari', the brand's nerve centre located in the Raccordement curve, where guests will get to enjoy a unique and immersive experience.

ORECA Events has also participated in designing the Ferrari Boutique within the village, meeting the brand's standards of excellence. Inside this 240m<sup>2</sup> space, reflecting the Italian manufacturer's elegance and passion: one show car, some merchandising as well as a gaming area with two simulators.





# PROJECTS ON SITE ↗

**Finally, 2024 promises to be a memorable year for Ford:** not only the American manufacturer returns to the 24 Hours of Le Mans with a Mustang LMGT3, but it also celebrates its 60th anniversary! While activations have been organized throughout the year, this 92nd edition of this twice around the clock in Le Mans is definitely the perfect time and place to put the spotlight on Ford Performance.

ORECA Events has put together a tailor-made program for around 100 Mustang owners, 400 employees and 25 journalists and influencers. Ford's hospitality space within the village will offer a unique experience combining barbecues, open bars and encounters with Ford drivers and executives. Participants will get to drive the Mustang in the streets of Paris before heading to Le Mans, where taxi rides or on-track driving experiences will be awaiting them. Additionally, a private viewing box above the pits will offer top-notch views of the race, right at the heart of the action!





# ORECA RETAIL AT THE 24 HOURS OF LE MANS

AT THE HEART OF THE MANUFACTURERS' VILLAGE, THE 300M<sup>2</sup> FORD BOUTIQUE (RUN BY ORECA) WILL DEFINITELY ATTRACT VISITORS, MARKING THE LONG-AWAITED RETURN OF THE AMERICAN BRAND IN THE GT3 CATEGORY.





A Mustang Dark Horse will be on display, symbolizing power and style. Activities will be available, including a wheel of fortune, two simulators for an immersive experience, and an impressive and large screen broadcasting unique contents created by Ford. A boutique area will be exclusively dedicated to Ford products, so that fans can find a souvenir to bring home.

Behind the scenes, ORECA has been running the project from A to Z: designing, producing and selling Ford's 24 Hours of Le Mans range. Around fifteen people have been involved, combining their expertise to create an unforgettable experience for Ford's fans.





**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 350-EMPLOYEE GROUP WITH AN INTERNATIONAL REPUTATION.**

**ORIGINALLY A RACING TEAM, ORECA HAS QUICKLY DIVERSIFIED, DEVELOPING EVENTS AND DISTRIBUTION ACTIVITIES. TODAY, ITS THREE DEPARTMENTS WORK WITHIN THE AUTOMOTIVE AND SPORTS INDUSTRIES:**

**ORECA MOTORSPORT :**

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, up to on-track support for customer teams. 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; supplying manufacturers, brands and private teams..

**ORECA EVENTS :**

Is an agency specialized in event creation and brand experiences, which develops both physical & digital projects and solutions for the automotive sector and sports industry, looking to boost their performance. In order to carry out all of its different projects, the agency relies on 40 employees full-time based in both the South of France and Paris.

**ORECA RETAIL :**

Leader in multi-channel B2B B2C distribution, ORECA Retail runs its own stores in the fields of motorsport, football, and rugby, as well as official boutiques on behalf of rightsholders and prestigious brands within the automotive and sports sectors.

**Own stores:**

- [Oreca-store.com](https://oreca-store.com) & <https://pro.oreca.com/>
- [Footcenter.fr](https://footcenter.fr)
- [Rugbyshop.com](https://rugbyshop.com)

**Working under their license:**

Audi, Alpine, Citroën, DS, Peugeot, Motul, Yacco, the French Rugby Federation, Stade Français Paris, and Olympique de Marseille.





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## TO FOLLOW ORECA'S ACTIVITIES

