

**PRESS KIT**  
24 HOURS OF LE MANS 2018

**VISION**

- Sky-high ambition and down-to-earth concerns
- Safety first
- The ACO and its long-standing partners

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**AUTOMOBILE CLUB DE L'OUEST - DÉPARTEMENT COMMUNICATION**

**Siège Social :** CS21928 – Circuit des 24 Heures – 72019 Le Mans – Cedex 2

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24 Heures du Mans



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**VISION – THE ROLE OF THE ACO**

**Sky-high ambition and down-to-earth concerns**

**With as much enthusiasm as conviction, the ACO defends motoring and motorists, improving road safety and mobility in general.**



Formerly known as the Automobile Club de la Sarthe, the ACO was founded on 24 January 1906 – a club for motoring fans, motorsports and motorists. The club has grown and developed yet remains true to its founding principles. Where motorsports are concerned, the 24 Hours of Le Mans is a household name in many parts of the world and forms the backbone of a successful worldwide competition, the FIA World Endurance Championship. As for services to motorists, the ACO moves with the times. The club offers a wide range of services for day-to-day motoring and also caters for the car fanatics among us.

**Racing to drive innovation**

Le Mans is the ultimate race, the one all drivers dream of winning, that all carmakers hope to add to their trophy cabinet. Sport aside, the race has become the perfect testing ground for technical and technological innovation in the automotive industry. Today, innovation is more important than ever. Guided by leaders who understand both motorists and the manufacturing world, the ACO has embraced the 21<sup>st</sup> century and the need to for environmental preoccupations. That is why the club used the iconic race, the 24 Hours of Le Mans as a springboard to found the FIA World Endurance Championship, while pushing back frontiers, in Europe, Asia and the USA. We are also preparing future generations of endurance drivers and encouraging new teams to push forward in the discipline and to aim for the highest level.

### Protecting the interests of motorists

Protecting the interests of motorists is one of the ACO's founding principles and over a century later, it remains of utmost importance. The club informs and trains motorists about road safety, defends their corner and invests time and energy in improving the road network. With thousands of members and worldwide influence, the ACO always plays a part in national decision-making concerning motorists. The association *40 Millions d'automobilistes* (40 million motorists) was founded in 2005 with the aim of defending motoring and contributing to current debate on vehicle use in terms of the environment, safety or the economy.

### ACO members enjoy VIP treatment

The ACO has several membership packages to choose from, depending on where interests lie. Choose from three different offers: ACO Mobility (€69 /year) and ACO Racing Auto (€109 /year) and ACO Racing Moto (€65/year) The ACO Mobility package targets the everyday motorist, offering insurance coverage, reimbursement of rehabilitation workshops, discounts on vehicle roadworthiness tests, etc. The Racing Auto pack, for motorsports fans, offers discounts and VIP entry to all ACO events (24 Hours of Le Mans, 24H Moto, Le Mans Classic and so on). The Racing Moto pack is for bike enthusiasts who ride on the road or track. Young drivers have a special introductory pack, tailored especially to their needs.



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**VISION – SAFETY**

**Safety first**

**Safety has always been important to the ACO and the 24 Hours of Le Mans. The issue is taken very seriously, for drivers, officials and spectators alike.**

**Improving safety: an ongoing project**

The ACO is a club for motorists and has always worked hard to improve road safety. The 24 Hours of Le Mans provides the ideal testing ground for solutions that are often applied on the roads at a later date. In 1923, yellow road markings were used on the Mulsanne Straight for the first time and later introduced on public roads up and down the country and beyond. After major work in the run-up to the 2016 race (securing a number of run-off areas and a SAFER barrier installed at the Porsche curves), the Mulsanne Corner spectator area has now been reworked to make it easier for fans to circulate. The circuit has been made more accessible, especially to people with reduced mobility. The Bugatti track has been resurfaced, which affects the portion of the 24 Hours circuit from the link-up between open road and closed track and the chapel corner. The works were financed by the Syndicat Mixte des 24 Heures du Mans, a consortium of local authorities. The ACO has undertaken work in the race village and a complete renovation of the reception areas. The work that began in 2016 to improve the safety of the Porsche Curves has been completed this year.

**Safety around the circuit: special measures**

Like all events that attract huge crowds, the 24 Hours of Le Mans follows a strict safety procedure. The event is under maximum surveillance, with high-level security measures in place. The ACO works with the local authorities to ensure that everything is done to protect fans at the circuit, in the city and on public transport. Body searches will be conducted on entry as a matter of course. Hundreds of professionals will be carrying out checks and ensuring that security measures do not hamper circulation within the grounds. Queues and pedestrian areas such as viewing areas, the village and the concert area will be specially protected. Police and the military will be on hand and emergency services ready to intervene rapidly, as usual. Fans are asked be particularly vigilant and patient so that the event runs smoothly.

## VISION – PARTNERS

### The ACO and its long-standing partners

The Automobile Club de l'Ouest has always forged ties with companies that, like the club, see racing as a fantastic way of testing new ideas and exploring solutions for motoring in the future.

#### Partners in Innovation



Tyre manufacturers have played a prominent role at the 24 Hours of Le Mans since the first ever race in 1923. What better testing ground than a race that requires grip and resistance to wear? Today, energy consumption – and how to reduce it – is another key area of focus. Michelin has spent years researching techniques to improve tyre efficiency. Solutions that prove their worth on the race track can then be applied to production models. Another French multinational, Total is tackling the challenge of cutting fuel consumption while maintaining, or even improving, performance. The oil company has just signed an agreement with the ACO making it the official fuel supplier for endurance racing and the 24 Hours of Le Mans for the next five years.

In 2016, after a sixty-year collaboration with Le Mans, lubricant manufacturer Motul also became an official ACO and endurance racing sponsor.

Meanwhile, casual-yet-smart lifestyle brand Gant is the race's official clothing supplier for the second year running.

Finally, time is of the essence in a 24-hour race. Since 2001, Rolex has been keeping track of time at Le Mans with precision and elegance. The overall winners will each be presented with a Rolex Cosmograph Daytona.



### Media Partners

The 24 Hours of Le Mans reaches out to fans all over the world. People from all walks of life share a passion for the race. The ACO works with media companies who share the desire to broadcast the event to as many of those people as possible. Eurosport and France Télévisions broadcast images across the world from the 50 cameras dotted around the track, the pits and on helicopters. Print media relay the race on a local (Ouest France and Le Maine Libre) and national level (20 Minutes), and keep younger fans informed in Le Journal de Mickey. RTL and France Bleu provide radio coverage.

### Supporting charity work

In 2009, the ACO formed a partnership with Mécénat Chirurgie Cardiaque, a charity that enables children from developing countries who are in need of a heart operation to receive care in France. The 24 Hours of Le Mans helps raise funds for the charity and raise awareness about its work. For the third year running, Panis-Barthez Compétition will be sporting the charity's colours at the race.



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