

**N24**  
L E M A N S

**MOTORSPORT  
MUSEUM**



→ START BROWSING

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PRESS KIT

# RICHARD MILLE & PIERRE FILLON





Despite its name, motorsport is primarily about people. In the course of its history – over a century – motorsport has seen inventive, pioneering, risk-taking women and men who constantly push the limits of technology and human endeavour. Le Mans is one of the most emblematic arenas in which they have demonstrated their talents.

Just as the 24 Hours of Le Mans is more than a race, M24 – Museum of Motorsport is more than a museum. It is a place to experience the emotions evoked by motor racing, past, present, and future. It is where the many glory days of endurance racing meet today's context, in terms of sport, transport and society as a whole.

M24 is home to an outstanding collection – one of the motorsport world's richest: iconic cars, unique prototypes, machines that have made history. Aside from their worth as museum pieces, these exhibits have a wealth of wisdom to impart. They tell of twists of fate, genius inventions and moments of grace.

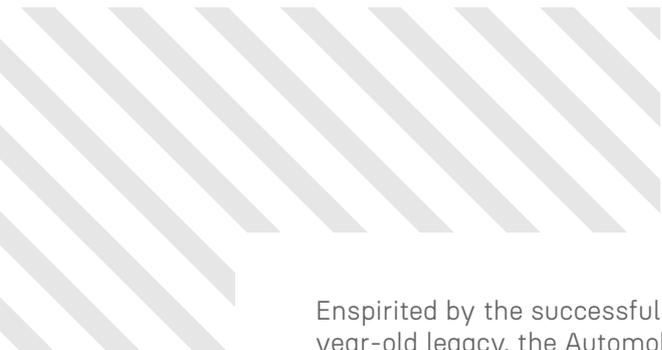
This project is the result of a shared belief – that we make sense of history through experience. M24 is not about locking cars in glass cases to be admired from afar. We tell what they stand for and explain their legacy of innovation, performance and commitment.

In keeping with the raison d'être of Le Mans, M24 places endurance racing as the focal point of its narrative. All the same, other disciplines – Formula One, rallying and IndyCar – do not take a back seat. Visitors are treated to a comprehensive overview of the motorsport world.

M24 is open to all: seasoned racing aficionados, tourists with a passing interest, families with young children – anyone in search of an inspirational outing. The museum is a gateway to motorsport, a cultural venue, a place to celebrate collective venture.

M24 does not look to the past. It is an invitation to learn from the road travelled and imagine the motorsport of tomorrow.

**RICHARD MILLE &  
PIERRE FILLON**, PRESIDENT OF THE AUTOMOBILE CLUB DE L'OUEST



# **JOINED IN THE CELEBRATION OF MOTORSPORT**

Enspirited by the successful 24 Hours of Le Mans Museum and our hundred-year-old legacy, the Automobile Club de l'Ouest formed a new partnership with Richard Mille in 2022 for this next step. The resulting company MACO is founded on our ever-present mission to celebrate the history of motorsport.



## HERE TO SHOWCASE MOTORSPORT HERITAGE

In 1961, Jean-Marie Lelièvre, former President of the ACO, championed the construction of a museum adjacent to the Circuit des 24 Heures du Mans. The museum was later reinvented in 1991 under the impetus of the Sarthe Departmental Council. In order to better showcase its heritage and share its history with the public, the ACO repurchased the museum in 2017.

In 2022, MACO was created as the result of a collaboration between the ACO and Richard Mille, giving rise to the M24 project, which aims to present the history of motor sport. This modern and

attractive site will enable MACO to benefit from a total surface area of 8,600 m<sup>2</sup> dedicated to showcasing its heritage.

Located on legendary ground, this project aspires to become a global reference in the field of motor sport in the broadest sense; the 24 Hours of Le Mans will, of course, remain a major focal point of the M24. This extension is part of the Automobile Club de l'Ouest's commitment to heritage transmission for the past 65 years. The M24 therefore represents the culmination of more than half a century of museum culture.



# AN IMMERSIVE NEW PERMANENT EXHIBITION



**FRÉDÉRIC AUDEVARD**  
ARCHITECT

There were many challenges involved in the project, starting with honouring the design and identity of the original building.

The extension's architecture includes automotive inspirations such as the use of aluminium, while the flow of visitors is a reference to the airstream in racing aerodynamics.

Natural light is an essential element in showcasing the collections. In line with the intended scenography, the building is designed to provide an immersive experience.

The result strikes a balance between tradition and innovation.



**RAPHAËL DAGUET**  
SCENOGRAPHER

M24 has a precise aim: to draw in visitors so they feel the throbbing heart of motor racing and connect with the people who have weaved its legend. Thanks to several immersive areas and an innovative scenography, visitors literally delve into the past.

There are two parts: one celebrating the hundred years of the 24 Hours of Le Mans, the other focusing on other disciplines.

Museum-goers find themselves in the thick of the action in both areas.

More than a museum, M24 is an experience.



**THE 24 HOURS OF LE MANS MUSEUM HAS SEEN ITS POPULARITY GROW OVER TIME, BECOMING A MAJOR CULTURAL ATTRACTION.**

Attendance tripled between 2018 and 2024, to reach a staggering 208,500 visitors in 2024.

**The target for M24 is to attract at least as many—300,000 is the magic number—within two or three years.**



## THERE ARE SEVERAL WAYS TO ENJOY M24.

Visitors are welcome to take in the exhibitions at their own pace or join a guided tour with the added bonus of a workshop tour as well as lively explanations. With luck, you may even get to hear the sound of your favourite engine.

Prolong the experience with a tour of the circuit itself, including the paddocks, the podium and Race Control.

Groups are welcome to visit both M24 and the circuit. Our staff would be happy to devise a tour to suit your requirements.

A children's play area is located in the middle of the museum.



# A NEW VENUE FOR SEMINARS



Offering modern rooms, catering and exclusive cultural experiences, M24 is also a new conference venue at the Circuit des 24 Heures du Mans.

The **two 70 m<sup>2</sup> classroom-style rooms** can be opened up and the resulting space can comfortably host 110 people for larger training sessions, conferences and presentations.

In addition, a **50 m<sup>2</sup> video conferencing room** seats up to 18. The more intimate space has the modern technology ideal for hybrid meeting formats.

**An 80 m<sup>2</sup> dining area completes the offer.** The light-filled room seats up to 18 and can accommodate larger groups for a buffet setup. All in all, M24 offers unrivalled comfort, right on the doorstep of the 24 Hours of Le Mans.



# THE OFFICIAL STORE

Located at the end of the visit, the official 24 Hours of Le Mans merchandise store rounds off or even prolongs the experience.

The totally redesigned 300 m<sup>2</sup> shop floor now boasts a big screen, a bookstore and houses items to tempt everyone from the simply curious to the dyed-in-the-wool fan. Many of the collectables on sale are exhibits in themselves.

**The official store is also freely accessible seven days a week, independently of the museum's visitor route.**



**THE STORE WILL BE OPEN SEVEN DAYS A WEEK, AND ITS OPENING HOURS WILL FOLLOW THOSE OF THE M24**



**1 OCTOBER TO 30 APRIL //// FROM 10 AM TO 6 PM**



**1 MAY TO 30 SEPTEMBER //// FROM 10 AM TO 7 PM**

# THE DIFFERENT DISCIPLINES



**M24 LOOKS TO REPRESENT A WIDE SPECTRUM OF MOTOR RACING AND OFFER AN EXCEPTIONAL OVERVIEW OF THE SPORT.**

The main single-seater disciplines, Formula One and Two, as well as rallying and hill climbing are included in the extensive collection.

# ENDURANCE RACING: **THE ULTIMATE TEST OF MAN AND MACHINE**

The story of endurance racing goes back almost as far as the advent of the motor car. In the early 20th century, all races were relatively arduous, but the most gruelling gained the most notoriety. Introduced in 1923, the 24 Hours of Le Mans was the ideal opportunity for car manufacturers to demonstrate vehicle performance.

The major makes could not resist taking up the challenge, and the likes of Porsche, Ferrari, and Aston Martin went on to make their mark on the race. Revived in 2012, the World Endurance Championship is supported by the FIA and the Automobile Club de l'Ouest. The competition has been attracting constructors ever since.

## ICONIC MODELS PAST AND PRESENT



### **Bentley 3 Litre / 1924**

Major manufacturers were drawn to the 24 Hours of Le Mans in the interwar period. Bentley, established in 1919, was one of them. Canadian Captain John Duff purchased a Bentley 3 Litre and entered it for the inaugural race in 1923. With the help of his British codriver, Frank Clement, he won the second race in 1924 with the Bentley 3 Litre displayed at M24. The event marked the beginning of the Bentley Boys era, which shaped 1920s motorsport.



### Matra MS670B / 1973-1974

At the beginning of the 1970s, the Matra V12 echoed in everyone's ears at the 24 Hours of Le Mans. After two outstanding and successful editions in 1972 and 1973, the French manufacturer triumphed once again in 1974, completing a historic hat-trick that no other French marque has managed to achieve at Le Mans.

The victorious Matra Simca MS670B in 1974 even accomplished the feat of leading the race from the first to the last lap.



## Porsche 963 Hertz Team JOTA / 2024

The grid of the 24 Hours of Le Mans Centenary in 2023 was exceptional, the race having attracted a host of manufacturers eager to enter the Hypercar class and play a part in the historic event.

Several private teams elected to field the Porsche 963, in addition to the manufacturer's official team. JOTA, a well-known endurance outfit, was one of them.



In 2024, the British team suffered a terrible setback when a driver crashed the #12 prototype during the track sessions on the Wednesday evening before the race. The mechanics set about rebuilding the car, practically from scratch.

They managed the feat with brio, in just 36 hours. Team JOTA's other car, the #38, finished the race in ninth place, just behind its sister car, in the same lap as the winners.

# FORMULA ONE: THE PINNACLE OF MOTORSPORT

Formula One is the highest level of motorsport. Begun in 1950, the championship has been won by the greatest drivers the world has known. The discipline thrives not only on heroic driving but also the sort of ingenious thinking that produces ever faster cars complete with turbo engines, downforce boosters, double diffusers, and so on. Manufacturers employ all possible means to dominate the competition.

Only the very best racing teams have attained the height of glory, among them Ferrari, Lotus, McLaren, Mercedes-Benz, and Williams.



## FIRST CAME THE FLARE, THEN THE TECHNICAL PROWESS



### Ferrari 500 / 1952-1953

When it was announced that the 1953 Formula One season was open to cars complying with Formula Two regulations, Ferrari already had just the model. During its two-year reign several drivers took the wheel of the Ferrari 500, but none could equal Albert Ascari who triumphed in 1952 and 1953. The Ferrari 500 displayed at M24 was driven by the flamboyant driver known as the Ogre of Modena.



### Ferrari F2002 / 2002

Following an encouraging 2001 campaign, Ferrari wanted more. Ross Brawn and Rory Byrne introduced several innovations in 2002, such that the F2002 is often considered the best Formula One of all time. Largely thanks to its 900-horsepower V10 engine, the car shot to stardom, as did its driver Michael Schumacher, who won 11 out of 19 races at its wheel.

# RALLYING OR RACING AGAINST THE ELEMENTS

Rallying is a pure form of driving and racing. Born at the same time as the motor car, the goal of rallying is extremely simple: to go from A to B as quickly as possible. The World Rally Championship (WRC) has seen drivers compete between walls of snow in Sweden, on icy roads at Monte-Carlo and on safari tracks in Kenya. All periods of rallying, and the different cars that go with them, are celebrated at M24.

Cross-country rallying, or Rally-Raid, has a spot too. In this discipline, driver crews confront extreme weather conditions such as those encountered in the desert during the long Paris-Dakar race.



## TIMELESS BEAUTY

### Lancia Stratos HF / 1974-1975

The Lancia Stratos stands out from the crowd. Its design, by Bertone, remains impressive even today.

Developed by Lancia in the early seventies, the car was purpose-built to win the world championship, while its opponents were merely adapted from road car models.



The result was a timeless machine weighing under a tonne and powered by a 2.4-litre Ferrari Dino V6 engine.

Its short wheelbase made it nifty on built-up surfaces and winding roads, but it had more than one trick up its sleeve.



Thanks to Sandro Munari's genius driving, Lancia claimed three manufacturer titles 1974-6 until parent company Fiat replaced it with a different model for marketing reasons.

# AMERICAN CULTURE: AN ENTIRE VOLUME OF MOTORSPORT HISTORY

Motorsport has as rich a history on the other side of the Atlantic as it does in Europe, and the continent has its own specific disciplines. IndyCar is a prime example. The philosophy of the North American championship has evolved over time, but the Indianapolis 500 Miles, established in 1911, has always been its flagship race.

The Can-Am (Canadian-American Challenge Cup) was another popular championship. The series ran from 1966 to 1987 with the simple concept of imposing as few restrictions as possible. Such freedom gave rise to some of the most powerful racing machines ever built.



## ON A MISSION TO CONQUER THE AMERICAS



### Ferrari 712 Can-Am / 1971

Ever the competitor, Ferrari was tempted by the Can-Am challenge. The 612 Can-Am having yielded disappointing results on the other side of the Atlantic, Ferrari set about building a car to hold its own against the monsters in the field.

In 1971, the team presented the 712 Can-Am, which boasted a near seven-litre V12 engine, the biggest the Italian constructor had ever built. The chassis was based on the 512M fielded in endurance races.

At the time, McLaren reigned supreme in Can-Am. Mario Andretti managed fourth place at Watkins Glen with the 712 but Ferrari decided to bow out of the championship after that race.

# WORKS SCHEDULE



**JANUARY 6, 2025**  
Start of works

Preparatory works.

**ARCH 6, 2025**  
Earthworks

Between 600 and 800 m<sup>3</sup> of soil removed per day, for a total of 45,000 m<sup>3</sup>.

**APRIL 7, 2025**  
Installation of a 120-ton drilling rig

Drilling to create 360 concrete piles to reinforce and stabilize the embankments.

**JULY 7, 2025**  
Start of construction

Foundations and construction of the extension. Installation of the structural framework in October 2025.

**FEBRUARY 2026**  
Completion of works

**APRIL 2026**  
Installation and fit-out of the new scenography

**MAY 2026**  
Opening of the M24

# WORK IN PROGRESS: A GIGANTIC UNDERTAKING

Work on M24 is progressing as we write. The extension requires a wide array of experts to work side by side.

The 24 Hours of Le Mans museum remained open to the public until the end of the 2025 Le Mans Classic in early July and M24 is scheduled to open before the 2026 24 Hours of Le Mans. The tight schedule required fourteen different trades to coordinate their efforts.

All the companies involved—most of them based in and around Le Mans—are proud to be part of the project to celebrate the Automobile Club de l'Ouest's 120th anniversary.





The extension is advancing as planned. By mid January, the superstructure will be finished apart from a few details and the building enclosure almost complete, including the roofing. Excavation is going to plan and most mechanical, electrical and plumbing connections are established. Within the existing building, the electricity and heating/cooling system is finished and the new windows and insulation fitted.

Interior fittings, electricity in the extension, and the scenographic elements, especially lighting, will be ongoing until project delivery. The two buildings are currently being linked together and the green roof will be installed in March.

## ►► MOA / AMO

### OPERATOR

Automobile Club de l'Ouest

### OWNER

MACO

### ASSISTANT TO OWNER

CMB

MACO has commissioned 23 mainly local contractors for this project. This choice is driven by the positive impact it will have on the Sarthe economy and on jobs in the Pays de la Loire region.

The table below lists the companies involved in the project and their role. Those based in the Sarthe department are shown in bold.

## ►► ENGINEERING

### ARCHITECT

Audevard Architecture

### SCENOGRAPHY

The Immersers

### CONSTRUCTION ECONOMIST

Cecia Ingénierie

### ROAD AND NETWORKS CONSULTANCY

Soderef Développement

### STRUCTURE CONSULTANCY

Sigma Ingénierie

### O.P.C

CMB

### FIRE AND SECURITY COORDINATOR

BATTIS

### GEOTECHNICIAN

Ginger Sarthe Mayenne

### TECHNICAL AUDITOR

Bureau Veritas

### HEALTH AND SAFETY COORDINATOR

Apave

## ►► COMPANIES

### SHELL

Sadrin Rapin

### INTERIOR JOINERY / SIGNAGE

Leroi Menuiserie

### SPECIAL FOUNDATIONS

Botte Fondations

### STEEL FRAMEWORK / IRONWORK

CMG

### ROOFING / CLADDING / WATERPROOFING

LCB

### EXTERIOR JOINERY

MIROITERIE LEBRUN

### DRYWALL / CEILING

Vallée Bâtiment

### EXCAVATION / ROAD AND NETWORKS

HRC Eurovia

### RESIN

TBSO

### PAINTWORK

Lucas Le Mans

### ELEVATION

Orona

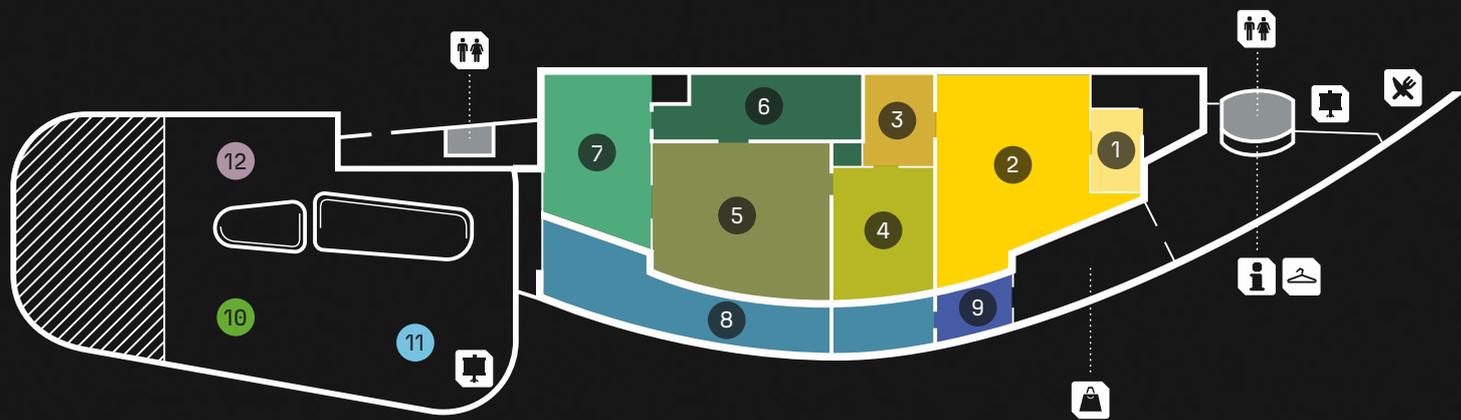
### PLUMBING / VENTILATION

Clim MA

### ELECTRICTY

Barbé Devaux





### THE 24 HOURS OF LE MANS

- 1 The scrutineering
- 2 The start
- 3 The Bollés
- 4 The night
- 5 The boxes
- 6 L'atelier
- 7 The victory
- 8 The heroes
- 9 Le Mans 1/43
- 10 Formula 1
- 11 Rally
- 12 Indycar

### MOTOR SPORTS

Temporary exhibition hall

- 10 Formula 1
- 11 Rally
- 12 Indycar

### SPACES & SERVICES

- Welcome
- WC
- Cloakroom
- Cafeteria
- Store
- Seminars areas

# YOUR PREFERRED CONTACTS

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HERITAGE MANAGER

M24 MOTORSPORT MUSEUM

# THEY ARE PARTNERS OF M24





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