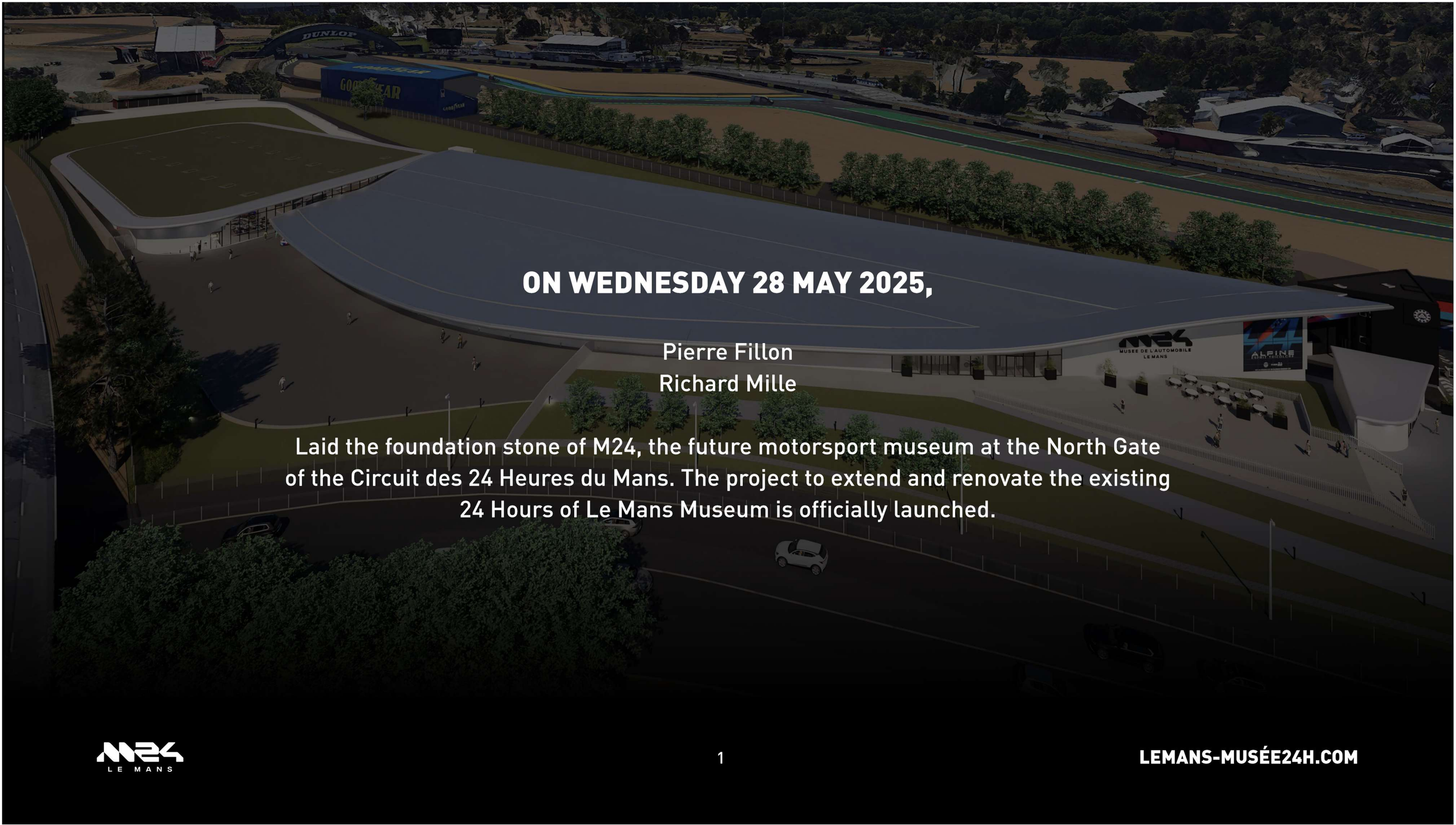
LE MANS

LAYING THE FOUNDATIONS

PRESS KIT



ON WEDNESDAY 28 MAY 2025,

Pierre Fillon
Richard Mille

Laid the foundation stone of M24, the future motorsport museum at the North Gate of the Circuit des 24 Heures du Mans. The project to extend and renovate the existing 24 Hours of Le Mans Museum is officially launched.

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1. FOREWORD

PIERRE FILLON

We have gathered to lay the foundation stone of M24, a museum dedicated to all forms of motorsport. One that, we hope, will become a global reference. The aura of the 24 Hours of Le Mans and the notoriety of our circuit, recently voted France's Favourite Monument, makes this a legitimate site for such a cultural amenity for both locals and tourists.

The project would never have got off the ground without our friend and partner, Richard Mille. Richard is a serious motor racing fan. He has become a custodian of history by building up a remarkable collection. He now wishes to share the enjoyment of admiring those wonderful machines with the many like-minded enthusiasts.

His collection will join that of the Automobile Club de l'Ouest and the 24 Hours of Le Mans Museum.

Together we have founded MACO, a company to support and run M24. The objective of the museum will be to preserve motorsport history, to transmit it to future generations, and to share our emotion and passion with visitors from all walks of life.

To achieve our ambition, we have welcomed aboard some talented people.

Our thanks go to Frédéric Audevard, the architect who has designed the showcase that will house our treasures. Our thanks also go to Raphaël Daguet and The Immersers, the scenographers who will transform our dreams into settings for our collections.

And, finally, we must also thank the project team comprising the ACO's technical services, building cost experts CMB, and building engineering specialists CECIA/IDEC.

With their input, we have brought together a team worthy of a 24 Hours of Le Mans crew.

We have chosen contractors for their competence and performance. Most are based in the region.
It is a source of great pride that our project will contribute actively to the local economy.

We are convinced that every single employee of the firms involved will be keen to see this very special project through to a successful conclusion.

We are sure that M24 will attract visitors to our circuit, our city and the surrounding region. We want it to become a bucket-list experience.

The Automobile Club de l'Ouest will be 120 years old in 2026 and we hope you'll join us next May to celebrate the opening of M24.

RICHARD MILLE

Passion is all about fulfilling one's dreams.

Laying the foundation stone is the first step in fulfilling our dream: to build the only motorsport museum of its kind in the world.

I've been excited about beautiful cars ever since I was a small boy. And, I admit, I'm madly in love with motorsport! Through my career, I've been lucky enough to live this passion to the full and build up a collection that reflects the history of motorsport. To me, all these cars are mechanical works of art: aesthetic lines combined with technical ingenuity. Today, they deserve to be shared with the greatest number of enthusiasts. These cars all tell stories from the worlds of endurance, F1, rallying and American-style racing. They all stir memories and provide an opportunity to share our passion with the younger generation.

They needed a setting. A showcase. The 24 Hours of Le Mans Museum was the obvious choice. Le Mans and its iconic circuit.

The partnership with the ACO was sealed naturally. The ACO is not only a major player in today's motorsport world, it is also a guardian of its history.

Given my friendship with Pierre Fillon, our shared outlook regarding our sport, my presidency of the FIA Endurance Commission and my company's involvement in Le Mans Classic since it was instigated in 2002, it was only natural to set up our joint management company MACO with a view to creating M24. It's a solid partnership with far-reaching ambition.

This museum must become a landmark, a tourist destination, a bucket-list experience and a natural part of the trip for all spectators attending car and motorcycle races here.

We have put together a solid team to build M24. We are relying on competent contractors, and we expect a quality construction and finish.

I applaud the work of our architect, Frédéric Audevard, and our scenographer, Raphael Daguet.

M24 is becoming a reality, an exciting challenge for our teams. We are not ashamed of our grand ambitions.

Frédéric AUDEVARD, architecte

A tribute to racing cars

Each member of our team is passionate about motoring and we are all here today to lay the foundation stone of an exceptional building. Exceptional in many ways.

My heartfelt thanks to Pierre Fillon and Richard Mille for entrusting me with this project and for the constructive conversations we had throughout the design phase. Our inspiring, exacting collaboration has resulted in a project that faithfully reflects the spirit of the 24 Hours of Le Mans.
Our first challenge was to design an extension that prolonged the existing building. This meant creating these mounds ranging from 3-12 metres high that form a dialogue between the building and its surroundings.

The second challenge was to design a museum as a showcase for the world's most stunning cars.

The architecture chosen for the new 24 Hours of Le Mans Motor Museum is sober, streamlined and efficient, just like a racing car.

We drew our inspiration from a car's aerodynamics, integrating subtle references to wings, diffusers and headlamps, even down to the visitor flow, designed to reflect the way air circulates around a car's bodywork. Materials such as aluminium are used to reflect the architecture of the existing museum that, in its day, paid homage to aviation. The green roof, in perfect harmony with the landscape, contributes to local biodiversity and retains rainwater before it runs off into the granular foundation and the bioswales, in keeping with the Museum's ecological commitment.

A bridge between what was and what is yet to come, this project is a perfect blend of tradition and innovation, celebrating the heritage of the 24 Hours of Le Mans while looking resolutely to the future.

2. THE M24 PROJECT: THE NATURAL EVOLUTION OF A MAJOR CULTURAL CENTRE

THE LAYING OF THE FOUNDATION STONE OF M24 MARKS A TURNING POINT IN THE HISTORY OF THE 24 HOURS OF LE MANS MUSEUM.

The extension project launched today reflects the Automobile Club de l'Ouest's determination to transmit its passion to others.

In 1961, former ACO president Jean-Marie Lelièvre fought for the construction of a museum at the Circuit des 24 Heures du Mans. The museum was revamped **in 1991** under the aegis of Sarthe Council. The ACO acquired the museum **in 2017** to make it part of the race experience by focusing on its heritage and sharing its history.

THE 24 HOURS OF LE MANS CENTENARY IN 2023 OFFERED AN OPPORTUNITY TO REDESIGN THE PERMANENT EXHIBITION.

The permanent exhibition was repurposed to celebrate the race's glorious past and the city's close relationship with the automotive industry, from the 19th century to the present day. The prestigious permanent collection of iconic cars is complemented by temporary exhibitions paying tribute to key players in the motorsport world.

The museum is currently hosting a celebration of the history of McLaren, and the man behind it, on the 30th anniversary of the British firm's 24 Hours of Le Mans win. The exhibition – McLaren, a Name for Eternity – has brought together 15 exceptional cars that tell the story of founder Bruce McLaren and his legacy that lives on in Formula One.

CONSTANTLY INCREASING ATTENDANCE FIGURES.

208 500
VISITORS IN 2024

Temporary exhibitions, such as McLaren, a Name for Eternity, attract a wide variety of visitors to the museum, from tourists to hardcore fans. Numbers tripled between 2018 and 2024 when a new record of 208,500 visitors was set.

A PARTNERSHIP WITH RICHARD MILLE SINCE 2022.

Buoyed by the museum's success and with almost a century of experience in the bank, the Automobile Club de l'Ouest joined forces with Richard Mille in 2022 to negotiate a new phase.

A company – MACO – was founded, once again for the purpose of sharing the magnificent history of motorsport. All disciplines will be represented and highlighted. The primary single-seater championships such as Formula One and Formula Two will be featured, as will rallying and its offshoots, notably hill climbing.

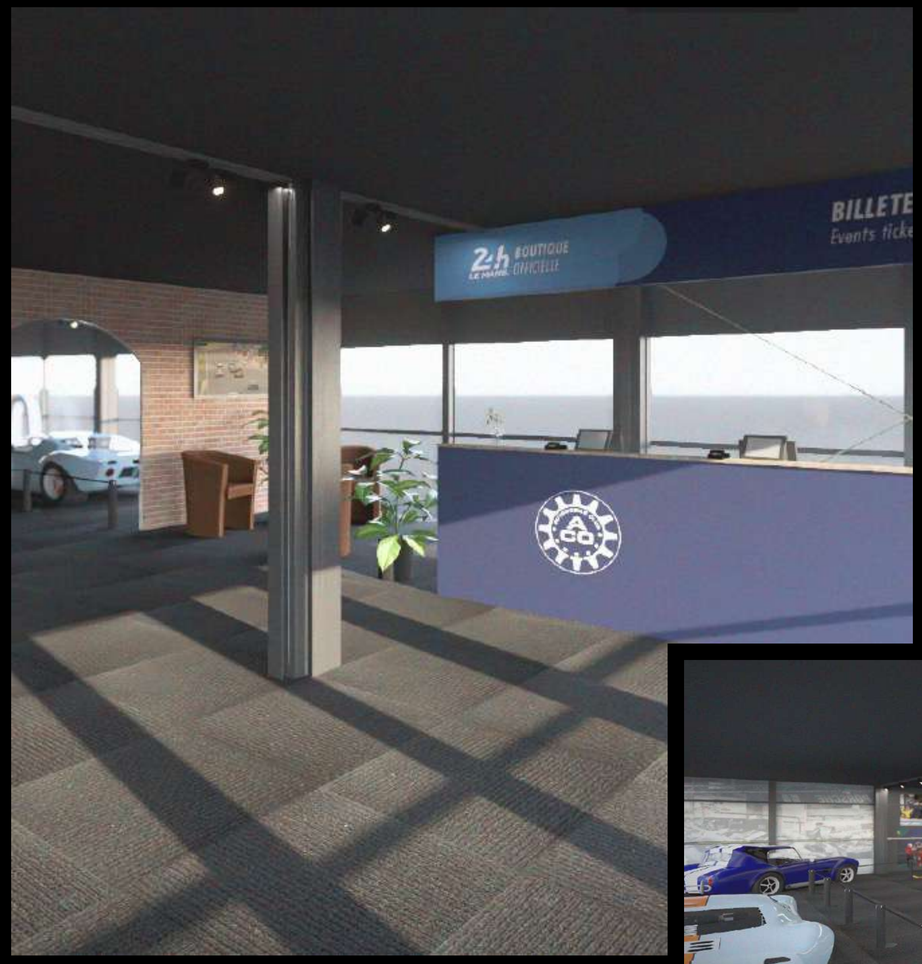
DIFFERENT MOTORSPORT WORLDS BROUGHT TOGETHER IN THE FUTURE MUSEUM.

A display of Indycar and CanAm prototypes will promote whole facets of American culture. The idea is that the various disciplines will all live together in harmony under the same roof.

M24 is therefore designed as a modern, attractive cultural site offering MACO a total area of 8600 m² in which to cast a spotlight on an outstanding heritage. Located in a land of legend with a century of history, the project aims to become a global reference by encompassing the full spectrum of motorsport with the 24 Hours of Le Mans remaining a primary focal point.

3. A TEMPORAR MUSEUM WHILE WORK IS IN PROGRESS

The construction of the new space will not bring the existing activity to a complete standstill. The 24 Hours of Le Mans Museum will remain open until 7 July 2025 to allow the historic car buffs attending Le Mans Classic to enjoy the permanent collection centred on the 24 Hours of Le Mans and the temporary exhibition McLaren, a Name for Eternity which runs until that date. As the project involves renovating the existing building as well as constructing an extension, the museum will subsequently take on a different guise while the work goes on.



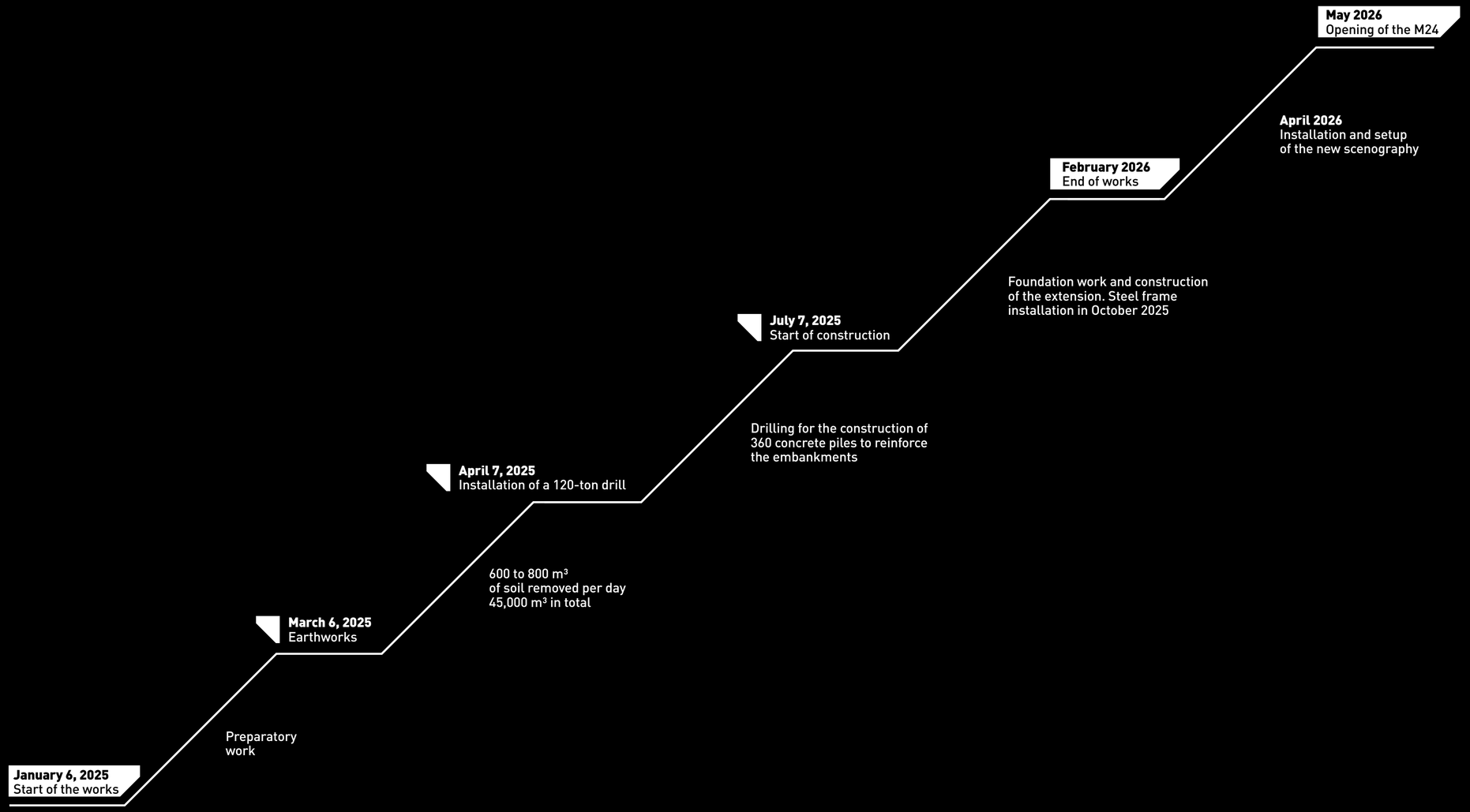
A temporary museum will open at the South Gate (Porte Sud) of the circuit on 1 August 2025 until 31 March 2026. This ephemeral two-storey structure, each floor measuring 600 m², will house the 24 Hours of Le Mans official store as well as an ambitious exhibition.

No fewer than 15 exceptional motor cars will be displayed under the banner of "World champions".

The models selected will be intimately linked to a world champion or will have won a world title for a driver or a manufacturer. Legendary endurance and Formula One cars will be present on both storeys.

Non biding pictures

4. PROJECT SCHEDULE



Construction work will follow a strict timeline to ensure that M24 is ready to open by the 2026 24 Hours of Le Mans.

The project kicked off on 6 January this year and great progress has been made. Following a two-month preparatory period, earthworks began in earnest on 6 March. The platform of the future extension has now been dug out and levelled to accommodate the foundations. This important step calls for hefty equipment and huge resources. Currently, 600 to 800 m³ of earth are extracted every day and the equivalent of 5,000 trucks will be used for the excavation phase (a total of 45,000 m³) that will go on until June. A 120-tonne, 38-metre drill was installed on 7 April to sink 360 concrete piles to reinforce the banks.

The laying of the foundations and the construction of the extension will begin on 7 July, with the roof frame due to be installed in October 2025. The extension work is due to be completed in February 2026.

At the same time, the new reception building is coming to life at the North Gate. This work, which began in April, is due to be completed in October 2025. The modernisation of the existing museum will be the third and final stage of the project.

The 5000 m² roof is currently being renovated with the use of zinc. Then in early July, after Le Mans Classic, the existing building will be underpinned and opened to join on to the extension. Interior demolition work will commence on 15 July and the conclusion of this part of the project is scheduled for March 2026.

The focus will be on installing the new scenography for the exhibits between November 2025 and April 2026. Following a period of tests and adjustments, the new museum should be ready to open to the public next May to enable spectators attending the 2026 24 Hours of Le Mans to enjoy the M24 experience.

5. THE PROJECT TEAM

PROJECT MANAGEMENT
MACO

PROJECT MANAGEMENT ASSISTANCE
CMB

ARCHITECT
Audevard Architecture

SCENOGRAPHY
The Immersers

COST EXPERT/PRIME CONTRACTOR
Cecia Ingénierie

CONCRETE/ROADS & UNDERGROUND PIPING
Soderef Développement

STRUCTURAL CONCRETE
Sigma Ingénieurie

O.P.C
CMB

FIRE SAFETY COORDINATOR
BATTIS

GEOTECHNICAL ENGINEER
Ginger Sarthe Mayenne

INSPECTION
Bureau Veritas

HEALTH & SAFETY COORDINATOR
Apave

BUILDING CARCASS
Sadrin Rapin

INTERIOR JOINERY/SIGNAGE
Leroi Menuiserie

SPECIAL FOUNDATIONS
Botte Fondations

ROOF FRAMEWORK/METALWORK
CMG

ROOFING/CLADDING/WEATHERPROOFING
LCB

EXTERIOR JOINERY
MIROITERIE LEBRUN

DRYWALL PARTITIONS/CEILINGS
Vallée Bâtiment

EARTHWORKS/ROADS & UNDERGROUND PIPING
HRC Eurovia

RESIN
TBSO

PAINTING
Lucas Le Mans

ELEVATION
Orona

PLUMBING/VENTILATION
Clim MA

ELECTRICITY
Barbé Devaux

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.

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