

**project**  
**100**

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**2019 LE MANS**  
**24 HOURS**

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**4-day Weekend VIP Package – Team Paddock**  
Thursday 13 June – Sunday 16 June 2019

*Le Mans – From the inside!*

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# EXCLUSIVE VIP 4 day programme

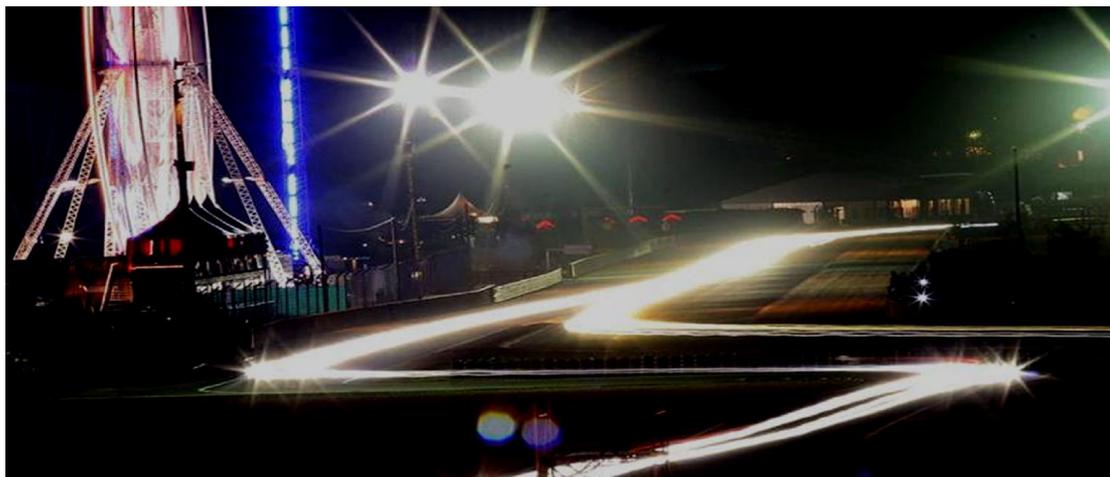


- Exclusive VIP hospitality – at the heart of the action in your team paddock marquee
- Top tickets and special team enclosure passes
- VIP helicopter over-flights during the race
- Privileged 'team only' pit garage access
- Private commentated circuit lap & night time crew bus track tours
- Top reserved grandstand seats
- Pre-race grid access, race finish on the pit wall
- Three fabulous days – at the world's greatest sportscar race
- A flexible programme tailored to suit your needs and budget
- And much more...

# TOTAL BACKSTAGE INSIGHT

## Witness the electrifying 60 car grid start

Experience the fabulous atmosphere that emerges as dusk falls. See the unrivalled spectacle as the greatest sports car marques on earth, headlights blazing, scream into the night at speeds nearing 220mph. Follow the triumphs - and no doubt some disappointments, too - that culminate in the highly-charged and always emotional finish, 24 hard fought hours later...



## This is no ordinary race hospitality

This is a true 'behind-the-scenes' backstage opportunity - in the team paddock, around the circuit and in the pits - at the heart of the action. Soak up the atmosphere of this magical event, the world's greatest sports car race, the 86<sup>th</sup> running of the *'24 Heures du Mans'*.

# THURSDAY

## Grand touring to Le Mans, LM24H Practice, qualifying & final night qualifying



### Welcome to Le Mans:

Whether you drive down from the UK or from elsewhere in Europe, take commercial flights (or the rapid TGV) via Paris or Tours, or even fly privately from your local aerodrome directly to the convenient Le Mans-Arnage airport (all of which we will be happy to help arrange), getting there is just the start of the fun.

***Enjoy your trip!***



### Arrival at your Le Mans accommodation:

Your Le Mans area accommodation, whether a cozy cottage, stylish modern house or glorious chateau, will give you a strong LM24H event base. We can recommend from our catalogue of large and small private homes – from stylish country houses with large gardens and pools to downtown Le Mans mansions to converted medieval abbeys and 18<sup>th</sup> century chateaux – all are just 10-40 minutes from the circuit.

# THURSDAY

## Grand touring to Le Mans, LM24H practice, qualifying & final night qualifying



### From 12.30 Travel from your accommodation to circuit

After you find your rooms, drop off your bags and freshen up, followed, of course, by a refreshing welcome drink (and maybe even take an invigorating swim), you will then want to head towards the famed '**Circuit des 24 Heures**'. Here you will find the paddock buzzing and the teams and drivers preparing for final race qualifying. *Most guests come to the circuit late afternoon, but if you are keen, join us for lunch!*

### Approx. 17.00 Welcome reception, orientation in your hospitality marquee

Your own VIP hospitality enclosure in the team paddock also awaits where there will be a welcome reception, orientation and brief on the activities included in your package (feel free to ask any questions!) followed by dinner.

### 18.00 - 00.30 LM24H Practice, Qualifying, Final Qualifying

Thursday night final practice and final qualifying runs for all cars and drivers (from mid-summer daylight into obligatory laps for all drivers in the complete darkness) often holds the enticing prospect of a pole position 'shoot-out' between the factory squads – with battles throughout all 4 classes. You can witness different teams' efforts from trackside, from right inside the garages, or from your grandstand seat.

Or just enjoy wandering among the many shops and souvenir stands as well as through the vibrant race paddock... and see who you might run into on the way to your marquee.

# THURSDAY

## Grand touring to Le Mans, LM24H Practice, qualifying & final night qualifying

### From 19.00 Dinner in your paddock marquee base; midnight snacks

An oasis of calm... just behind the pits garages and grandstands, you'll be sharing the marquee with drivers, team personnel, sponsors and other guests. Enjoy top cuisine, open bar, coffee, tea and soft drinks throughout as well as helpful live TV coverage of the entire event.

**Wrap up is after midnight** – snacks, desserts and drinks at the marquee - then head back to the chateau for a well-deserved nightcap.



# FRIDAY

## Breakfast with a Champion On-Track Tour

**09.00 – 11.00 Breakfast with a Champion & Le Mans driver commentated lap**

Our traditional Friday *'Breakfast with a Champion'* starts at the Hotel Arbor in Mulsanne, adjoining the 24 Hour circuit – first a chat over coffee and pastries with top Le Mans professional drivers and then a ride in the mini-bus for a spell-binding commentated lap – no doubt hearing a few more 'war-stories' of Le Mans past, explaining what it is really like to drive at nearly 200 mph in the dark... and in the rain!

Tales of modern cornering speeds and scarcely believable braking distances, 30 minutes explaining a 3.5 minute lap! You are then free for more paddock and pit-lane fun and lunch in the marquee – but the road (and the mini-bus!) is yours and Le Mans and the surrounding area is quite full of excellent restaurants.



# FRIDAY

## Explore the Paddock & Pits

**From 11.00 – 16.00** Explore the paddock, the pit lane garages and paddock village

At the circuit guests will have the chance to enjoy the traditional Friday open pit lane / open garage policy all day, watching the teams make their final preparations as busy marketing and PR personnel take plenty of pictures. Guests can have a good wander through the paddock, snacking at the many food stalls in the hospitality village, shopping for racing souvenirs & other 'automobilia'.

***Lunch in the paddock marquee is optional.***



# FRIDAY PARADE PARTY & DINNER

Over the past decade, Project 100's traditional Friday parade party in the heart of downtown Le Mans has become the best way to spend the Friday afternoon and evening before the big race.

**From 14:30** Before the official parade start, feel free to use your pass to wander around the plaza and the parade paddock to see the drivers and team personnel.

**16:00** Our reception begins with light buffet, hors d'oeuvres and drinks in our private marquee on the plaza, right alongside the parade start itself. We even have our own band.

**From 17:30 until the last car oar passes** Watch marching bands, dancers, jugglers - and of course the race drivers in vintage open cars, each carrying a race crew - as well as the other displays, all passing just a few metres in front of our marquee.

**From 18:30 until...** Join us for a great buffet dinner just 100m away at the Caffe Rossi, featuring our star Le Mans TV commentator and celebrity driver guest host – plus great live music - and much more!





## 18:30 onwards

With an array of food and drink, a live band and various racing drivers and team management dropping in for the post-parade dinner, the Project 100 Friday event promises to be almost as colourful and exciting as the parade itself.



At Project 100 we are always delighted to host both the parade-side reception and the relaxing, excellent buffet dinner. Our guests not only include our racing drivers but teams, sponsors and journalists. Drivers, past and present are also ready for a grilling from our Le Mans radio and TV commentator about their fearless predictions for the race ahead.

Of course the current drivers and hard-working team members will probably have to leave the dinner a bit early to get ready for their big day(s) ahead. As tradition goes at our Le Mans Friday parade party, the band will play on until the last guest leaves...



# SATURDAY

## RACE DAY!



### 08.30 - 9.00 Circuit Transfers

After an early breakfast it is time to head to the circuit and your VIP base. There is plenty of activity all morning, starting with the warm-up for the 24 Hours as well as several support races! Not to mention promotional photo opportunities...

### 11.00 Final preparations / support races

As the crowd arrives, guests will appreciate the sanctuary of their VIP hospitality base. The morning also offers the opportunity to visit the pits to watch last minute preparations while soaking up the electric atmosphere as pre-race nervous energy builds. *Plus out on the circuit the support races begin, both for modern GT3 and LMP3's plus Ferrari Challenge in 2019.*

### From 12.00 Hospitality lunch in your paddock marquee base & grid set-up

Lunch usually begins just after noon, while out on the grid final preparations are being made for the pre-start festivities, each team rolling out their car to make up the famous 'ear of corn' pre-grid formation.

### Approx 12.30 Pre-Start Pit Lane Walk and Grid Walk

As over 100,000 spectators look down from the start-line grandstands, VIP guests are welcome to join the teams and sponsors along the open pit lane and then onto the starting grid itself at the centre of the pre-race festivities – celebrities, stars and media all side-by-side.



# SATURDAY RACE START!



## 15.00 RACE START from your reserved grandstand seats

The sight and sound of the spectacular rolling start (double the size of an F1 grid) with its thunderous sound and heady aroma, is an extraordinary spectacle as row after row roar past your grandstand seats overlooking the start-finish and toward Dunlop Curves.



## From 17.00 Evening / Night time Pit Visits

From the start there will be fierce battles in each of the four classes. Sharp work from the pit crews (and from the larger strategic and technical crews) is all part of that fight. As the cars make their initial fuel and tyre stops before thundering on into the mid-summer evening, a guided visit 'backstage' in the pits garages during a race pit-stop (just a few metres from the action) is a special Le Mans treat – really a 'must'. And you can come back later to watch through the night.

## From 19.00 Dinner in your paddock marquee

Join the teams and drivers as they take their meals – in between pit stops, of course!



# SATURDAY

## Interior Track & Heli Tours

### 18.30 - 21.30 Helicopter circuit over-flights

As the race settles down our spectacular helicopter over-flights of the circuit begin. Project 100 staff will escort you from the marquee to the nearby helipad (a 10 minute walk) where flight operations will check you in. The aircraft cannot keep up with the cars on the 200mph+ Mulsanne Straight, but they can cut corners more easily!



### 17.30 – 23.30 Shuttle Bus Interior Circuit Tours

Our VIP shuttle tour of circuit interior viewing points (about 2 hours long) will begin as your mini-bus meets you at the helipad.

In our experience nothing is more spectacular than to witness these cars just metres from trackside, as they suddenly appear, headlights blazing, and disappear just as quickly - screaming into the dusk or darkness. We take you to some of the most dramatic points around the 13km circuit - near Mulsanne, Indianapolis and Arnage corners - including to some special private woodlands viewing areas on the very far side of the circuit.

### Explore the Circuit or Return to Chateaux

Following the tour, the mini-bus will then return to the car park near the marquee - from here guests will be free to explore the many sights of the circuit on their own (including the north part of the circuit - from Dunlop curves to Tertre Rouge - accessible on foot). Or relax and follow the race from trackside, from a grandstand seat or on the live TV feed in the marquee (non-stop snacks and beverages through the night).



# SUNDAY RACE FINISH!



## 10.00 Back to the track

After a bit of rest and Sunday morning breakfast it is time to again return to the circuit to hear about all the dramas that took place during the small hours of the morning - and to check on retirements. ***But with over 1000kms to run there is still plenty of action in the pits and on the circuit***

## 12.00 Shuttle-bus tours continue / Lunch

Our VIP shuttle tours will continue operating for those who want to catch those missed daylight photos. Our drivers can take special requests from guests wishing to return to their favourite locations prior to Sunday lunch back at your hospitality base.



## 14.30 Pit garage final countdown

As the race goes into its final stages the tension begins to mount. Seconds can still count and frantic last minute pit stops can make all the difference. With the crowds returning to the grandstands we gather our VIP guests in the pit garages for the final countdown. Closed circuit TV's in the pits monitor the positions.

## 14.50 Pit wall finish

Just before the race finish, we then take you onto the pit wall for the final dash to the flag, a sensational location from which you (along with all the race team members) can cheer on every car for the spectacular wheel-spinning, crowd-waving race finale.



# SUNDAY RACE FINISH!



## 15.00 Chequered flag & podium

Emotions always run high as the chequered flag falls. Anyone who finishes the world's most legendary sports car race is a winner. In a matter of minutes, tens of thousands of spectators descend onto the track to join in the podium celebrations.

We suggest retreating to your hospitality base for a post-race Champagne toast. Returns to your accommodation can be arranged from 16:00 - although you are most welcome to join team members and drivers in some post-race relaxations - and to avoid immediate post race traffic.



## 16.00 - 17.00 Return to accommodation

After our post-race celebrations at the circuit with the team it is back to the manor / hotel / château – a chance to have a quiet drink relaxing on the terraces and chat with old and new friends.

**Evening** Optional restaurant dinner or post-race gala meal

# MONDAY

## Departures

Monday morning is time to say goodbye as guests set off for home (or onward!) We will look forward to seeing you back at Le Mans again in the not too distant future...

# TESTIMONIALS

***“A great hospitality experience. The organization, accommodation, food and drinks were all first class. A truly memorable occasion”***

Stuart Haugen / Former President  
PEPSI COLA - France

***“I can’t thank you enough for one of the best experiences, ever. Your assistance at Le Mans - as well as all updates and correspondence prior to our trip - was 1st class plus. This was definitely a 10+ experience on all levels.***

J.R. Smith - UTAH USA

***“A job exceedingly well done, your organization ran like a well-oiled machine and we could have not asked for more”***

Richard Usher / Sales & Marketing Director  
AUTO WINDSCREENS

***“The attention to detail you put into looking after your guests really is second to none; nothing was too much trouble and you were always one step ahead of us thinking of what you could show us to make the experience special”***

‘Big Mark’ Manning  
‘PAWN STARS UK’ as seen on A&E NETWORK, UK

***“During the whole weekend everything you talked about when we were booking just happened without a loud fanfare or drama - and to be honest it just kept getting better. Both my son and I, when we were sat later on Sunday evening talking over a beer, felt that the whole Project 100 team had really made the difference – thank you.”***

Russell Croisdale / Managing Director  
ENCORE ENVELOPES

# TESTIMONIALS

***“To have experienced one’s first ‘Le Mans’ via your hospitality - at one of the greatest events on the sporting calendar - has absolutely no comparison to anything I have ever been on before. What more could one possibly fit in to one quite outstanding weekend?”***

*Clive Riding / Partner*  
**MONTAGUE EVANS**

***“As always the hospitality and company were first rate. Please also pass on my thanks to all the crew who seem to have the remarkable knack of organizing things that everybody else had forgotten they needed”***

*Phil King / Vice President*  
**HERTZ (UK)**

***“I would like to thank you and all your team for the excellent time we had at Le Mans. My clients, Kwik Fit, had not experienced anything quite as impressive - ALL my objectives were achieved”***

*Peter Wood / National Accounts Director*  
**MICHELIN UK**

***“It is nice to work with people who do exactly what they say they will do.  
Thank you!”***

*Helmet Schwingen / President*  
**F.A.T. LE TRANSPORT**