



Le Mans, 23rd November 2009

Le Mans TV rights: new organisation

The Automobile Club de Ouest, owners and organisers of the prestigious Le Mans 24 Hours event has decided to manage all media rights internally.

Following a period spanning more than 20 years of representation by IMG MEDIA, the ACO has decided to centralise its marketing operations including television distribution, Internet and mobile rights.

Jean-Claude Plassart, President of the ACO and Remy Brouard, CEO of the ACO have acknowledged the help and support of IMG MEDIA over many years but felt that the time was right to take a greater responsibility of its assets.

In bringing the marketing of the rights in-house, the ACO has taken on the consultancy services of Cotterill & Associates to assist them in their future development.

Cotterill & Associates will work under the direction of Fabrice Bourrigaud, Marketing and Communications Director of the ACO. Laura Cotterill, Managing Director of C&A is delighted with the appointment and said "It's a great opportunity to be working with the ACO and the legendary Le Mans 24 Hours brand and we are very much looking forward to 2010 and beyond".

In addition to Le Mans 24 Hours, Cotterill & Associates will also be working with "Le Mans Endurance Organisation" for the marketing of the expanding Le Mans Series in Europe and with the ACO for the development of the "Asian Le Mans series" in 2010 with two new races.

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