



24

THE STORIES BEHIND MODERN
ENDURANCE RACING

AN ORIGINAL SIX PART
RETURNING **DOCUSERIES**

6 X 60 MINUTE EPISODES

PASSION
DRAMA
PRESTIGE

"Racing is life. Anything before or after is just waiting."
STEVE MCQUEEN

L24

L24 - THE MOST PRESTIGIOUS SERIES IS **COMING** IN 2024

L24 is a thrilling and immersive premium documentary series that takes viewers deep into the heart of the dynamic world of global motorsport, with a finish line at the prestigious 24 Hours of Le Mans. This high-octane series unfolds through compelling storylines, unwrapping narratives of competition, diversity, and innovation within the exhilarating 2024 season.

Against the backdrop of motorsport giants, **L24** weaves together a rich tapestry of drama, celebrity, and fierce competition, allowing audiences to follow the journeys of iconic teams and drivers as they navigate the triumphs and challenges that define the ever-evolving landscape of world-class sportscar racing.

PASSION, DRAMA, PRESTIGE











History awaits the victor

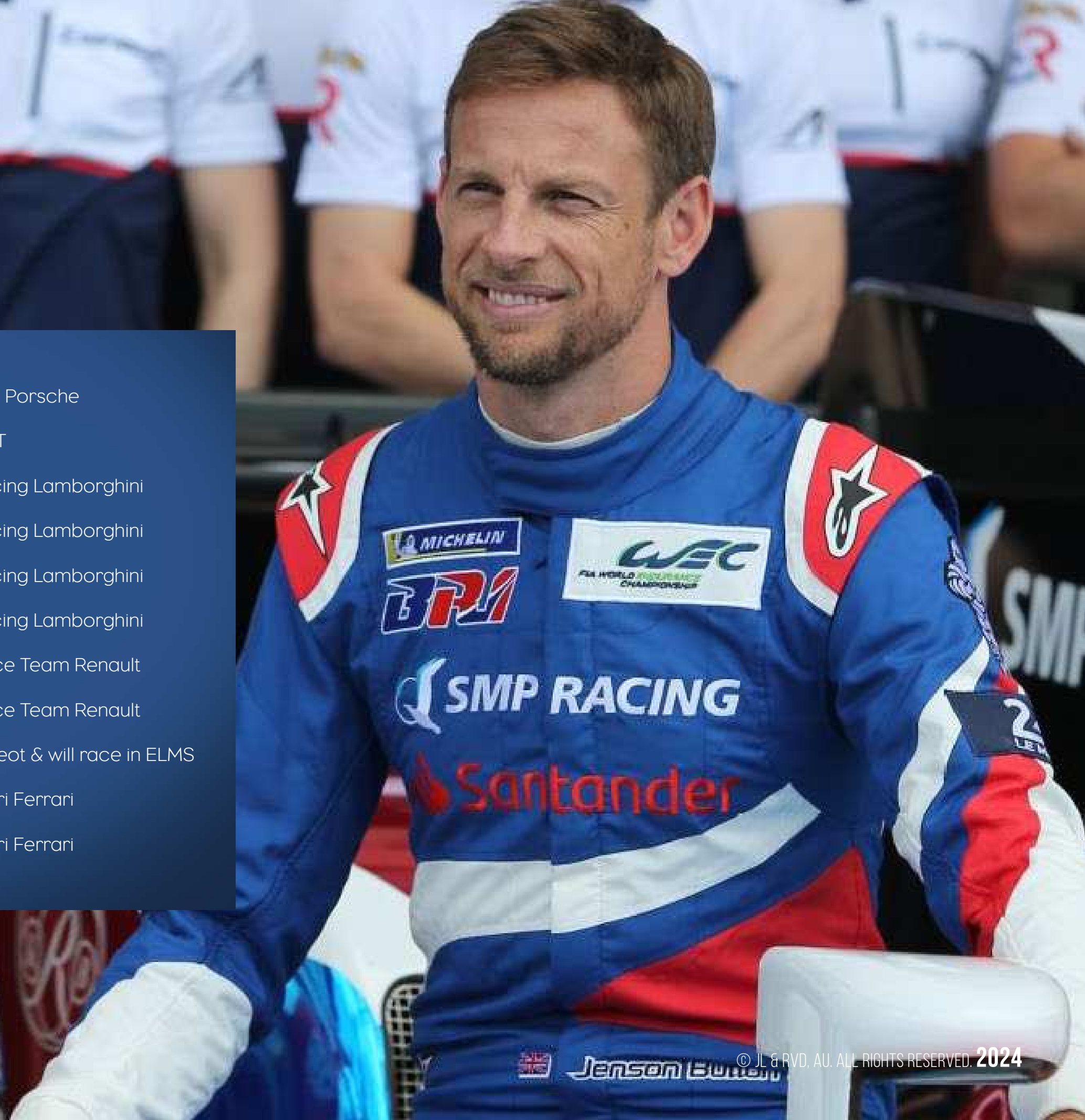


[**L24** TEASER VIDEO - LINK](#)

CHARACTERS FOR 2024

THE DRIVERS

-  **JENSON BUTTON** **AGE 44** Hertz Team Jota Porsche
-  **VALENTINO ROSSI** **AGE 44** BMW Team WRT
-  **RAHEL FREY** **AGE 37** Iron Dames Racing Lamborghini
-  **MICHELLE GATTING** **AGE 30** Iron Dames Racing Lamborghini
-  **SARAH BOVY** **AGE 34** Iron Dames Racing Lamborghini
-  **DORAINE PIN** **AGE 20** Iron Dames Racing Lamborghini
-  **CROWN PRINCE FERDINAND HABSBURG** **AGE 26** Alpine Endurance Team Renault
-  **MICK SCHUMACHER** **AGE 24** Alpine Endurance Team Renault
-  **MALTHE JAKOBSEN** **AGE 20** Testing for Peugeot & will race in ELMS
-  **ROBERT KUBICA** **AGE 29** AF Corse Ferrari Ferrari
-  **YIFEI YE** **AGE 23** AF Corse Ferrari Ferrari



THE TEAMS

	DEBORAH MEYER	Team Owner, Iron Dames Racing
	SAM HIGNETT	Team Principal, Hertz Team Jota
	ANDREAS ROOS	Head of BMW Motorsport
	VINCENT VOSSE	CEO of Team WRT
	BRUNO FAMIN	Head of Alpine Motorsport
	PHILIPPE SINAULT	Team Principal, Alpine Endurance
	CARLOS TAVARES	Chairman Stellantis
	ANTONELLO COLETTA	Head of Ferrari Competizione
	AMATO FERRARI	Head of AF Corse Ferrari



THE MOVERS & SHAKERS



TOM BRADY

Sponsor of Hertz Team Jota Porsche
American football's most famous superstar



LAURA WONTHROP KLAUSER

Head of competition, General Motors
With multiple classes & series around the world. Laura is leading the charge with women in motorsport.



ALEX WURZ

Le Mans winner, ex F1 racer, ex Toyota & Peugeot factory driver, current chairman Grand Prix Drivers Association.



IAN JAMES

Team Principal, Heart of Racing Multi class race winner with an edge over the competition being an ex-driver himself.



LAURENS AND DRIES VANTHOOR

Brothers, podcasters and racing rivals in Hypercar - Laurens races for Porsche, Drives for BMW. 102k Followers



PIERRE FILLON

ACO President
Doctor & Race driver, the main man and leader of the Le Mans brand.



EDUARDO FREITAS

FIA Race Director
Serves across various series, including taking over as F1 race director after Michael Masi's controversial outing.



LINDA JACKSON

CEO, Peugeot
First English woman, and third woman overall, to run a major car company.

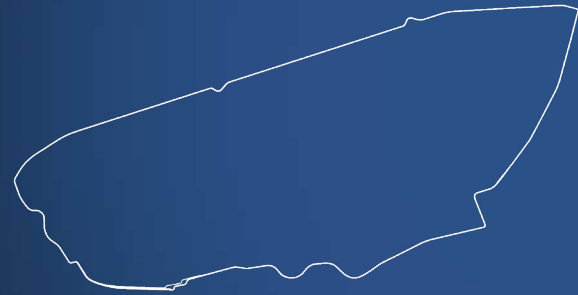


MICHELE MOULON

The 1982 World Rally Championship runner-up appointed Commission's first President in 2010 by former FIA President Jean Todt.



THE LOCATIONS



LE MANS France



IMOLA Italy



BARCELONA Spain



SPA Belgium



YAS MARINA Abu Dhabi UAE



CIRCUIT OF THE AMERICAS Austin USA



DAYTONA USA



BAHRAIN Bahrain



SERIES THEMES AND TONE



Competition and the quest for victory



Diversity and gender equality



Innovation and the evolution of motorsport



Drama



Celebrity and glamour



Prestige

SERIES CREATIVE DIRECTOR





JOHNNY LOPEZ

At 21, Johnny became the youngest Motorsport producer in Australia, leading the team with a 30-minute lifestyle show for the **PORSCHE CUP SERIES** from 1995 - 1996.

Following this engagement came the **SUPER TOURING CHAMPIONSHIP** for the Seven Network in Australia from 1996 to 2000.

He soon caught the eye of Don Panoz, who saw his potential when running the **RACE OF A THOUSAND YEARS** in Adelaide, where he directed the highlights program and went on to direct what was then known as the **AMERICAN LE MANS SERIES** in North America. A precursor to today's IMSA series.

Johnny worked as a producer and creative director for 9 years between 2000 and 2008 on the **FIA FORMULA ONE MELBOURNE GRAND PRIX**, working with major sponsors, drivers and manufacturers. These feature stories were shown during the 4-day live event and featured in programming across networks Ten, Seven and the ABC.

With new Motorsport avenues opening up in China, Johnny came on as a consultant for the new **AUDI R8 LMS CUP** series in 2012 and soon helped set a precedent for future series entering this new untapped market. He was the creative director for the first two rounds of the series, establishing a look and feel which set the scene for the remainder of the series, which ran until 2019.

Johnny has been the creative director for the **FERRARI CHALLENGE ASIA PACIFIC** series, travelling through Malaysia, Singapore, Australia, China, South Korea, Japan, and Abu Dhabi, and worked on the live events during the **FERRARI RACING DAYS** in Shanghai.

When the premier supercar championship, the **SRO BLANCPAIN GT SERIES**, entered the Asian market, Johnny spearheaded the series in its inaugural season in 2017, once again flexing his muscles as creative director.

Up until 2022, Johnny served for ten years as the creative director for **THE ASIAN LE MANS SERIES**, taking place throughout Japan, China, South Korea, Malaysia, Thailand, United Arab Emirates and Australia.

Following this sporting theme, Johnny has also directed many TVCs featuring Australian super teams, such as the Queensland Reds, the Rugby Brumbies, and the Australian Socceroos.

Johnny is also adept at working with leading sporting personalities, including Liverpool goalkeeper Brad Jones, race car driver Greg Murphy, Olympic gold medal swimmer Jodie Henry, cricketer and commentator Brett Lee, cricketer Shane Watson, Chiefs Super Rugby captain Liam Messam, and Wallabies star rugby player Will Cenia.

Ready for his next motorsport challenge, Johnny brings with him a wealth of experience in international motorsport.

ARGUABLY ONE OF AUSTRALIA'S MOST SUCCESSFUL CREATIVE MOTORSPORTS EXPORTS, JOHNNY IS UP FOR THE CHALLENGE OF MAKING THE L24 DOCU-SERIES HIS MOST SIGNIFICANT ACHIEVEMENT TO DATE.



STORY ARCS

THE FOLLOWING SIX STORY ARCS HAVE BEEN CAREFULLY SELECTED AND AGREED UPON BY ALL TEAMS INVOLVED INCLUDING THE ACO. THESE WILL FORM THE STRUCTURE OF THE SIX EPISODES.

THEY WILL BE FLEXIBLE, MERGING IN AND OUT OF EACH EPISODE DEPENDING ON THE DRAMA HAPPENING AT THE TIME OF FILMING.





STORY ARC



RACING GOLD A NEW ORDER



Superstar Ex Formula One driver **JENSON BUTTON** says he's ready to make a return to full-time racing this year since 2019. The highly anticipated new Hypercar category has long been touted as a new golden age in endurance racing, with this year's thrilling **LE MANS 24 HOURS**.

BUTTON, 44, has driven in an array of motorsport categories in addition to his punditry TV work since retiring from F1 in 2017, he will share driving duties in the car at each **WEC** event with fellow Brit **PHIL HANSON** and Dane **OLIVER RASMUSSEN**.

Hertz Team Jota Porsche emerges from the shadows, challenging giants like Red Bull, Mercedes and Ferrari. Led by the seasoned **SAM HIGNETT**, with backing from sports legend, **TOM BRADY**.

The team targets Toyota's longstanding dominance in the **FIA WORLD ENDURANCE CHAMPIONSHIP (WEC)**. What sets them apart is not just the illustrious backers but a commitment to a unique approach. The team's focus on building a tight-knit unit, recruiting top-tier drivers, and embracing unconventional strategies reshapes the narrative of British endurance racing.

The 2024 season promises two cars, prominent drivers, and a blend of guerrilla marketing, fan-favourite status, and international celebrity glamour, positioning them to challenge giants and etch a new legacy in the sportscar racing landscape.

L24 follows **JENSON BUTTONS** and **HERTZ TEAM JOTAS'** journey during the season.





STORY ARC



IRON DAMES

CREATING NEW PATHWAYS

Created in 2018 by **DEBORAH MAYER** – entrepreneur, former CT3 race driver, and president of the FIA's Women in Motorsport Commission (WIM) – **IRON DAMES** is a project aimed at supporting women in motorsport at all levels, from drivers through to mechanics, engineers, and managers. The formidable team is comprised of four female drivers.

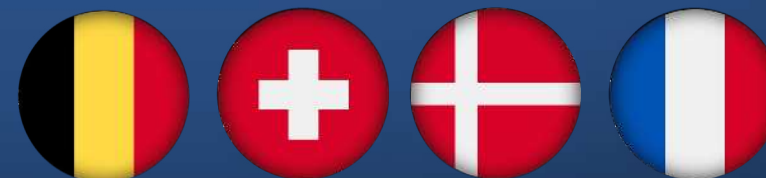
"Talent has absolutely nothing to do with gender, and I will give it my all to actively support all women in motorsport not just at the racing level, but also in every sector of racing from management to engineering." Mayer

DORIANE PIN (19), to veteran **RAHEL FREY** (36) they share one vision: "We wear a pink suit, it's true. But when we put our helmets on, we're drivers who want to win. And nothing more."

Ambitions soar higher, targeting the World Championship and aspiring for single-seater glory. Triumphs and challenges become an inspirational global narrative, reflecting a cultural shift towards inclusivity and equality in motorsport.

Women driven by dreams: these are the **IRON DAMES** behind the wheel of the Lamborghini Huracán CT3 EVO2, coloured hot pink like the racing suits setting them apart on the track and in mission to "Race to inspire".

L24 will keep the story thread throughout the series as to the ambition's of the team for 2024 and beyond.



STORY ARC



MALTHE'S POTENTIAL THE EVOLUTION OF A VIRTUAL CHAMPION

TEAM
PEUGEOT
TotalEnergies

COOL RACING | CLX

In motorsport, financial backing often seems essential for access, let alone success; **MALTHE JAKOBSEN** defies the stereotype. Hailing from humble beginnings rooted in his father's auto repair business, Jakobsen's passion for racing propelled him into the competitive arena.

His journey began with unconventional determination, knocking on the door of a customer's office and boldly asking for support. With a proposal crafted by a friend, **JAKOBSEN** embarked on a path less travelled, driven by the necessity of making a career in racing without the financial privileges that his peers enjoyed. "When you don't have parents with a lot of money. That's what you have to do to get a career out of it." **JAKOBSEN**

Now, as a rising star in motorsport, **JAKOBSEN** is set to leave his mark on the prestigious **24 HOURS OF LE MANS VIRTUAL**, representing **TEAM PEUGEOT TOTALENERGIES**. This event, blending real-world racing and virtual competition, attracts legends from both realms, and Jakobsen is prepared to showcase his skills.

Under the guidance of the experienced virtual racing team **R8G, JAKOBSEN** and his teammates are fine-tuning their preparation for the 24-hour endurance race at the iconic Le Mans track. Beyond the virtual realm, Jakobsen is deeply entrenched in the real-world racing scene with **COOL RACING**, a team active in the **EUROPEAN LE MANS SERIES, MICHELIN LE MANS CUP**, and the coveted **24 HOURS OF LE MANS**.

As a junior driver for **TEAM PEUGEOT TOTALENERGIES, JAKOBSEN** forms a formidable trio with Spanish driver Lorenzo Fluxa and Toyota Gazoo Racing Hypercar reserve driver Ritomo Miyata. Together, they aim to conquer the challenges of the upcoming season, adding another chapter to **JAKOBSEN'S** already impressive career.



STORY ARC



WRT'S DUAL ASSAULT AND THE DOCTOR

VALENTINO ROSSI, widely known as "**THE DOCTOR**," is an iconic figure in the world of motorcycle racing. Hailing from Italy, **ROSSI** is a former professional motorcycle road racer and a nine-time Grand Prix motorcycle racing **WORLD CHAMPION**. His illustrious career includes winning premier-class World Championships with both Honda and Yamaha. Renowned for his exceptional skills and charismatic presence, **ROSSI** earned the nickname "**THE DOCTOR**" and is hailed as one of the greatest motorcycle racers of all time.

Throughout his career, **VALE** secured a remarkable nine Grand Prix World Championships, with seven of them achieved in the premier 500cc/MotoGP class. Rossi holds a unique distinction as the only road racer to have participated in 400 or more Grands Prix, racing with the iconic number 46 throughout his entire career.

In the dynamic world of autosport racing, **TEAM WRT**, also known as **W RACING TEAM**, has carved its own path to excellence. Established in 2009 and headquartered in Baudour, Belgium, the team was the brainchild of former racing driver Vincent Vosse and entrepreneur Yves Weerts. Today, the team is efficiently managed by the Co-CEO team of **KATHLEEN SCHURMANS** and **VINCENT VOSSE**.

In 2023, **WRT** actively participated in the **FIA WORLD ENDURANCE CHAMPIONSHIP**, **FANATEC GT**, and the **INTERCONTINENTAL GT** Challenge. With a commitment to high performance and a passion for motorsport, **TEAM WRT** continues to uphold a legacy of racing excellence, aligning seamlessly with the spirit of legends like **VALENTINO ROSSI**.

L24 will proudly keep abreast of the unfolding story throughout the series, providing the viewer with exclusive access to **ROSSI'S** vibrant new career path.



STORY ARC



ALPINE'S RACING ROYALTY SCHUMACHER AND HABSBERG

Alpine has officially enlisted **MICK SCHUMACHER** for the 2024 **FIA WORLD ENDURANCE CHAMPIONSHIP (WEC)**, marking the debut of the **24 HOURS OF LE MANS** exactly 33 years after his legendary father, seven-time **FORMULA 1** world champion **MICHAEL SCHUMACHER**, left an indelible mark on the iconic race. **MICK** will navigate the Hypercar category in the **ALPINE A424**, continuing to forge his own legacy in motorsport. Having previously clinched the titles of the 2018 F3 European Champion and the 2020 F2 Champion. **MICK** served as a reserve driver for **MERCEDES F1** before joining **ALPINE** for the **2024 FIA WEC** season.

Meanwhile, **FERDINAND HABSBERG**, LMP2 **WORLD EUROPEAN** and **ASIAN CHAMPION** and **LE MANS WINNER**, embarks on his own journey with **ALPINE**, becoming an official driver for the French team's **A424 HYPERCAR** in the premier class of the **WORLD ENDURANCE CHAMPIONSHIP**. Following a dominant 2022 campaign with Prema, where he claimed the LMP2 title with three wins and four podium finishes in five races, **HABSBERG** is set for an action-packed 2024 season.

Alongside his **FIA WEC** commitments, **HABSBERG** takes the wheel of the #37 Cool Racing LMP2 car in the ELMS, competing in various series, including the **EUROPEAN LE MANS SERIES**, **MICHELIN LE MANS CUP**, and the prestigious **24 HOURS OF LE MANS**.

FERDINAND HABSBERG'S 2024 season promises to be intense, as he not only races in the **FIA WEC** but also competes in the **ASIAN LE MANS SERIES** and the **ROLEX 24** at Daytona, showcasing his versatility and determination on the global racing stage.

L24 will keep the audience on the edge of their seat following this stellar line-up of both motorsport and sovereign royalty.



STORY ARC



AF CORSE FERRARI: KUBICA & YIFEI YE THE PURSUIT OF VICTORY

YIFEI YE emerges as a captivating addition to Italy's **AF CORSE** team and their prestigious partnership with **FERRARI**. The stage is set for the 2024 **FIA WORLD ENDURANCE CHAMPIONSHIP (WEC)**, where the team will unleash the **FERRARI 499P HYPERCAR**. At the helm will be none other than the reigning **FIA WEC LMP2 Champion, ROBERT KUBICA**.

YIFEI YE'S journey to becoming an official **FERRARI** driver is a testament to his prowess on the track. Hailing from Xi'an, China, the 23-year-old driver embarked on a remarkable career that saw him transition from single-seaters to prototypes, making a mark in various international endurance series. In 2023, he made his debut in the top class of the **FIA WEC** in an LMDh prototype, competing in five world championship races and making three appearances at the prestigious **24 HOURS OF LE MANS**.

YE'S list of victories is nothing short of impressive, with four titles in different categories, showcasing his versatility and undeniable talent. Notably, he claimed the **FRENCH FORMULA 4 CHAMPIONSHIP** in 2016 and dominated the **EUROFORMULA OPEN IN 2020**. In 2021, **YIFEI YE** made history as the first Chinese driver to join the Maranello factory team, securing wins in both the **EUROPEAN LE MANS SERIES** and the **ASIAN LE MANS SERIES** in the LMP2 class, an unprecedented achievement for a single driver in a single year.

As **YIFEI YE** steps into the role of an official **FERRARI** driver, the anticipation for the 2024 season grows. His inclusion adds a new chapter to the legacy of **AF CORSE** and **FERRARI**, blending experience with youthful vigour in pursuit of glory on the international racing stage.

L24 will tease motorsport enthusiasts worldwide who eagerly await the unfolding saga of this formidable trio. **KUBICA, SHWARTZMAN, and YE**, as they strive for victory in the upcoming **FIA**



TELEVISION SERIES OVERVIEW

THE FOLLOWING SIX-EPIISODE BREAKDOWN IS BASED ON THE SIX STORY ARCS THAT WILL BE USED THROUGHOUT THE SERIES.

- 1
- 2
- 3
- 4
- 5
- 6





THE DAWN OF RACING

We embark on a riveting journey into the heart of motorsport excellence, focusing on the iconic **24 HOURS OF LE MANS**. The race's esteemed history and undeniable glamour provide the perfect backdrop for a comprehensive exploration of the motorsport world.

Delving deep into the essence of **LE MANS**, we feature interviews with key figures shaping this global motorsport spectacle. ACO President **PIERRE FILLION** and IMSA President **JOHN DOONAN** who share their perspectives on the significance of **LE MANS**, offering unique insights into the challenges and triumphs of orchestrating such a grand event. We show vignettes of racing legends and personal anecdotes that provide viewers with a rich understanding of Le Mans' heritage.

Capturing the essence of **LE MANS**, blending archival and current footage with interviews to offer context to **LE MANS'** historical significance in motorsport and popular culture from such personalities like **PEDRO COUCEIRO**, WEC's Safety Car driver and ex-racing driver, along with **IAN JAMES**, Team Principal of Heart of Racing, racing in LM CT3 with Aston Martin, adding depth to the diverse cast of characters. The narrative is interwoven with elements of humour, passion, drama, and regret.

Shifting the focus to current race dynamics, accomplished drivers like key personalities such as **ZAK BROWN** and **LAURA WONTHROP KLAUSER** are introduced. The **VANTHOOR** and **VAN DE LINDE** brothers add intriguing sibling rivalry angles, showcasing royalty and prestige in Alpines **CROWN PRINCE OF HASBURG** and **MICK SCHUMACHER**. Ends with the new face of Ferrari **YUFEI YE** demonstrating the diversity in **L24**.

We set the broader context for the season, highlighting dynamic shifts in motorsport in 2024 and beyond. Teasing key storylines, we delve into the emergence of Hertz Team Jota Porsche as a contender. Behind-the-scenes interviews with figures like **SAM HIGNETT** and **JENSON BUTTON** provide unique perspectives on the team's ambitions.

The **IRON DAMES** take centre stage with an introduction to their vision for gender equality in motorsport. We explore their journey from conquering **ELMS** and **WEC** to securing a position with Lamborghini. **MALTHE JAKOBSEN'S** dual role in **LMP2** and Peugeot's Hypercar development adds another layer of anticipation, highlighting the potential for a Hypercar drive in 2025.

WRT's dual Hypercar and GT efforts with BMW in the 2024 WEC season are announced, while Alpine joins the FIA WEC with new Hypercars, creating a Renault factory team. **FERDINAND HABSURG**, **ROBERT KUBICA**, and **YIFEI YE** join the team; Kubica's remarkable journey from **F1** to the **WORLD RALLY CHAMPIONSHIP**, surviving a near-fatal accident and subsequently competing in **LMP2** adds a compelling dimension to the narrative.

THE EPISODE CONCLUDES WITH A PRELUDE TO THE START OF THE SEASON, BUILDING ANTICIPATION FOR THE UNFOLDING DRAMA THAT AWAITS IN THE 2024 SPORTSCAR SEASON.





INSIDE THE GARAGE

Recapping the key storylines and ambitious goals for the 2024 sportscar season. We set the tone, by diving into the preparations of the teams, providing viewers with an insider's look into the unique challenges on and off the track for the drivers.

HERTZ TEAM JOTA PORSCHE takes centre stage as we explore the team's journey to date. We shine a spotlight on the challenges faced by **HERTZ TEAM JOTA PORSCHE**, offering a behind-the-scenes look at how cars are set up, race globally and the meticulous preparations the team undergoes.

Next, we turn our attention to the **IRON DAMES** and their ground-breaking transition to **LAMBORGHINI**. Detailing the logistical, technological, and cultural aspects of this shift, we interview key members, including **DEBORAH MEYER**, and showcase the team's unique preparation rituals.

MALTHE JAKOBSEN'S dual role with **AF CORSE FERRARI** becomes a focal point as we dive into the young prodigy's journey. We explore the challenges he faces in LMP2 and his crucial role in contributing to **PEUGEOT'S HYPERCAR DEVELOPMENT**.

WRT'S Dual Assault, also known as the **ROSSI REVOLUTION**, generates buzz as the team enters the Hypercar scene with **BMW**. The celebrity aspect is heightened with the inclusion of **VALENTINO ROSSI**, a nine-time **MOTO GP CHAMPION**. We provide an exclusive behind-the-scenes look at the team's preparations.

ALPINE'S Royal Line-Up takes the narrative to regal heights as we introduce **HABSBURG'S** long name and background as a **CROWN PRINCE**. The episode follows the arrival of **MICK SCHUMACHER**, son of FI legend **MICHAEL SCHUMACHER**, adding an extra layer of anticipation to the season.

The pursuit of victory with **ROBERT KUBICA**, **YIFEI YE**, and **AF CORSE'S** preparations for the season is explored. Highlighting the unique challenges of integrating a third Hypercar. Viewers are treated to behind-the-scenes footage of **KUBICA** and **YIFEI YE** testing the Hypercar.

The episode nears its conclusion with a tease for the upcoming race day, building excitement and tension for the unfolding drama that awaits. Preparations take centre stage, exploring the worldwide transportation of cars and the tight deadlines faced by teams, mixed with vignettes of Drivers and Owners being pulled in different directions by sponsors, family, and celebrities. We gain insights into the preparations of manufacturers, teams, and drivers for the series.

We conclude with the emergence of **HYPERCARS** and **GTP** in the market, which has brought new dynamics to **WEC** and **IMSA** racing, and we witness drivers battling for the rare chance to drive these powerful machines.

THE EPISODE CLOSES ON A HIGH NOTE, HYPING AND TEASING THE ACTION-PACKED EPISODE 3, WHERE THE EXCITEMENT CULMINATES IN A THRILLING RACE START; WE HEAR THE VOICES OF GLOBAL CELEBRITIES TOM BRADY AND THE ROAR OF THE CROWD.



3 THE ROAR

The camera slowly pans across the bustling paddock, capturing the electrifying atmosphere of the start of a new season. The roar of engines, discussions, and passing groups of people, uniformed with badges and brand names. The stage of anticipation that lingers in the air.

As we focus on the VIP Hospitality area, the excitement intensifies. Suddenly, the camera reveals a familiar face who has decided to join the spectacle for the day, NFL legend **TOM BRADY**. He has chosen to immerse himself in the glamour and excitement of motorsport.

This episode takes this unique opportunity to capture their interactions with key figures in the paddock, adding an extra layer of star power to the unfolding narrative. We take viewers behind the scenes to showcase the VIP Hospitality experience of **HERTZ TEAM JOTA PORSCHE**. The episode provides exclusive access to team launches, immersing viewers in the glamour of the motorsport world.

Next up, **LAMBORGHINI** and the **IRON DAME'S** efforts to test cars' reliability, build driver relationships and manage the ever-growing social media presence. The focus extends to action off the track, offering a unique glimpse into the dynamics within the team.

MALTHE JAKOBSEN, the Young Prodigy's Dual Role **CORSE FERRARI**, captures on-track action as cars jostle for positions. The episode teases the unfolding drama on the track and in the pits, providing viewers with a taste of the excitement that awaits.

WRT'S dual assault features **VALENTINO ROSSI'S** debut in the **BMW M4 GT3**, with expectations of podiums and class wins. Speculation grows about Rossi potentially testing a Hypercar during the season, adding an element of anticipation and a different type of acceptance.

ALPINE'S Royal Line-Up, **HABSBURG** and **SCHUMACHER** shine a spotlight on **MICK SCHUMACHER'S** dual role as a reserve driver for **MERCEDES F1**, adding an extra layer to the narrative. "Will he stay or be called up?" The episode highlights **HABSBURG'S** and **SCHUMACHER'S** performances and interactions with the team.

ROBERT KUBICA, YIFEI YE, and their Pursuit of Victory document the debut of the third **FERRARI HYPERCAR**. The episode explores **KUBICA'S** star power in his home nation and **YIFEI YE'S** pursuit of victory on the global stage with a Chinese lens.

As the season kicks off, it's time to test the car's reliability and see how chosen drivers work together in a pressure cooker environment. The action unfolds with intense races and flurry in the pits as teams go head-to-head early in the season.

WE TEASE EPISODE 4, WHERE ALL THE DRAMA UNFOLDS AS TEAMS AND DRIVERS BATTLE FOR PRECIOUS CHAMPIONSHIP POINTS, PROMISING AN EXHILARATING CONTINUATION OF THE SPORTSCAR SEASON AS SOME DRAMA OFF-TRACK DEVELOPS.



4

GIANTS FALL

The pressure and competition intensify across the racing categories, promising viewers a rollercoaster ride of excitement.

The episode highlights manufacturer strategies, team bonds, and the evolving dynamics that shape the racing experience for **HERTZ TEAM JOTA PORSCHE**, fighting to meet expectations and team goals.

IRON DAMES, LAMBORGHINI explores the highs and lows so far, with the glamour wearing thin and the focus shifting to the fierce competition. The race takes centre stage, providing viewers with an intimate look at the challenges and triumphs faced by this ground-breaking team.

MALTHE JAKOBSEN ventures into the green elements of motorsport, including the **MISSION 24 HYDROGEN PROJECT** and biofuels. An interview reveals insights into his journey, failures, wins, challenges, and dreams, offering a no-holds-barred account of his experiences.

ROSSI REVOLUTION showcases the global sensation created by **ROSSI'S** presence, attracting an enormous fanbase. Interviews provide a closer look at the **GT3** class, adding variety with multiple cars and numbers and adding a layer of complexity to the competition.

ALPINE'S ROYAL LINE-UP reaches a climax as the convergence of pace, personality, and royal connections impacts **ALPINE'S** racing identity. The episode evaluates the impact of **HABSBURG** and **SCHUMACHER** on the team, providing a comprehensive overview of their contributions. **ROBERT KUBICA** and **YIFEI YE** explore media and fan responses to **KUBICA'S** comeback and **YIFEI YE'S** quest and pressure for victory.

The episode delves into **AF CORSE'S** strategic decisions and teamwork dynamics, offering a behind-the-scenes perspective on their pursuit of success.

As the mid-season unfolds, the narrative takes a closer look at each series across the pyramid, revealing the front runners and the stragglers feeling the pressure to stay on top. The drama intensifies, with championships hanging in the balance and the pressures of competition taking their toll.

Manufacturers like **FERRARI, PORSCHE,** and **BMW** learn valuable lessons and adapt their strategies. Teams form solid bonds or become enemies in the ranks, and the glamour of the motorsport world wears thin as the focus shifts to the race itself.

The episode features interviews with various drivers at both ends of the spectrum, providing a no-holds-barred account of their journey throughout the season. The exploration of green elements, including the **MISSION 24 HYDROGEN PROJECT** and biofuels, adds depth to the narrative, highlighting advancements in technology and sustainability.

THE EPISODE CONCLUDES ON A CLIFF HANGER, LEAVING THE AUDIENCE EAGER TO DISCOVER WHO WILL TAKE THE LEAD IN EACH SERIES IN EPISODE 5, BUILDING ANTICIPATION FOR THE UNFOLDING DRAMA THAT LIES AHEAD.





PATH TO LE MANS

We dive into the heart of the season, recapping the mid-season drama and setting the stage for the road to the grand finale. The spotlight is on the top teams and drivers, engaged in a fierce rivalry, all aiming for the prestigious invitation to the **24 HOURS OF LE MANS**.

The episode begins with the thrilling announcement of **HERTZ TEAM JOTA PORSCHE** and **IRON DAMES** earning its invite to the **24 HOURS OF LE MANS**. Exclusive interviews with sponsors like **ROLEX**, **AVIS**, and **XBOX** provide unique insights into why they choose sportscar racing to profile their brands, adding depth to the narrative.

We then shift gears to showcasing the rigorous testing each team, manufacturer, and driver undergoes in preparation for the great race. An interview with **MALTHE JAKOBSEN** adds a personal touch, sharing his prospects and anticipation for the upcoming race.

The excitement continues with **VALENTINO ROSSI** exploring media and fan reactions to **ROSSI'S** performances and his impact on **GT** racing. **WRT** evaluates the success of its dual-effort strategy and **ROSSI'S** significant contribution.

We see if **ROBERT KUBICA**, **YIFEI YE**, **HABSBURG**, and **SCHUMACHER** have secured passage or walked away without a seat for **LE MANS** this season.

In the second part of the episode, the action crescendos as teams and drivers. Battle lines are drawn, and friendships are stretched as both man and machine are tested in endurance racing to the limits.

The drop of the checkered flag determines the category winners from **EUROPEAN LE MANS**, **IMSA**, and **ASIAN LE MANS SERIES**, securing their coveted invitations. Emotions run high, with joy, disappointment, sadness, and anger boiling over when the stakes are at their peak.

The episode concludes with a big push to the grand finale, leaving viewers eagerly anticipating the climax of the sportscar season at the **24 HOURS OF LE MANS**.

THE JOURNEY HAS BEEN PAVED WITH CHALLENGES AND TRIUMPHS, AND NOW THE TEAMS AND DRIVERS ARE READY TO MAKE THEIR MARK IN MOTORSPORT HISTORY ON THE ICONIC TRACK.



6

THE GRAND FINALE

We reach the pinnacle of the worldwide endurance racing season, the coveted **24 HOURS OF LE MANS**.

The episode kicks off by immersing viewers in the circus that comes to town, which is the **24 HOURS OF LE MANS**. Interviews with organisers like **MICHELIN** provide insights into this significant event, showcasing the systems in place for a smooth-running spectacle.

The narrative explores the emotions and perceptions of **WEC** drivers racing at the pinnacle of motorsports, delving deep into their lives and experiences. The episode captures the essence of the teams, drivers, organisers, and fans, offering a comprehensive look into the heart of the event.

As the race unfolds, viewers are taken on a journey through the glitz and glamour that attracts this world-class event. Vox Pops with fans provide unique perspectives on the significance of the race.

The audience is introduced to the exciting experimental **GARAGE 56**. This space invites innovative technology and ideas and gives it a home at **LE MANS**. Every year, a team, manufacturer, or entrepreneur gets to use **GARAGE 56** to test their ideas on and off the track in front of the world. In 2024, **NASCAR**, celebrating its 75th anniversary, will take over the garage. Showcasing its **NEXTGEN CUP SERIES CAR**.

The endurance and emotions of **IRON DAMES** at the **24 HOURS OF LE MANS** take centre stage, providing viewers with a close look at the ultimate heroes' journey that culminates at the finish line.

MALTHE JAKOBSEN'S experience at **LE MANS** is captured, offering his perspective on the race, while the legacy and history created by the victors of the **24 HOURS OF LE MANS** are explored.

WRT evaluates the success of its dual-effort strategy, and **ROSSI'S** contribution is examined as the season concludes, setting the stage for the future. Season outcomes for **ALPINE** are showcased, highlighting achievements and areas for improvement, with media and fan reactions to Alpine's Hypercar team and its unique driver line-up.

The episode explores **KUBICA** and **YIFEI YE'S** performance at the **24 HOURS OF LE MANS**, capturing the reactions of fans, media, and the motorsport community. Insights into the legacy of **KUBICA'S** comeback and **YIFEI YE'S** historic pursuit add depth to the narrative.

As the series concludes on a triumphant note, viewers celebrate the triumphs, the legacy, and the prestige created by the heroes of **L24**.

THE 24 HOURS OF LE MANS SERVES AS A FITTING CULMINATION TO A SEASON FILLED WITH DRAMA, PASSION, AND THE RELENTLESS PURSUIT OF EXCELLENCE IN ENDURANCE RACING.

WE PROVIDE A VIGNETTE TO L25.



THE TEAM





RODRIGO VIDAL DAWSON

EXECUTIVE PRODUCER

BLACKFISCH CO-FOUNDER

Moffatt Beach based Executive Producer and Co-founder of the First Nations Content Agency, Blackfish, a seasoned professional with over 25 years of experience in the international entertainment and media industries. As Head of Scripted, he demonstrates exceptional skills in producing a diverse range of content, from high-end commercials and corporate projects to long and short-form dramas, documentaries, and TVCs.

A graduate of the prestigious Australian Film Television & Radio School's Cinematography program in 2010, and Masters in Screen Business in 2023. His educational background also includes studies in Literature (story & poetry) at the Universidad Católica de Valparaíso, Chile.

Rodrigo has an impressive production portfolio, having worked on feature films which gained recognition at various film festivals. He has produced countless hours of content for renowned brands such as Adidas, Sony, Tourism Australia, and Google and many others. In addition to his film achievements, Rodrigo has spearheaded the TikTok comedy series "Let's Get Ducky Famous," a platform designed to elevate emerging talents both in front of and behind the camera. This initiative fosters relationships with broadcasters like Ten/Paramount+.

As part of Blackfish, Rodrigo has contributed to a compelling slate of projects, including the Screen NSW-supported TV show drama "The Jewels" and Screen Queensland supported feature romantic comedy "Welcome to Cibba," set on Changulu country in Central West Old. Other notable projects include the adaptation of Francis Whiting's novel "The Best Kind of Beautiful". feature film "South Southwest," debut film of Emma Jackson, with support from Screen West.

With a rich and diverse background, Rodrigo continues to work towards identifying projects and teams to produce content for global audiences



GRAHAM GOODWIN

EXECUTIVE PRODUCER / MARKETING MANAGER

DAILY SPORTS CAR + EDITOR & PARTNER

Graham Goodwin has been a professional motorsport journalist for the whole of the 21st century.

He co-owns and edits the mould-breaking and still world-leading web magazine Dailysportscar and is an authority on endurance and sportscar racing.

Since 2005 he has also been a regular Radio and TV commentator, turning fully professional in 2013 and currently commentates on the FIA World Endurance Championship, European Le Mans Series, Asian Le Mans Series, Michelin Le Mans Cup and Ligier European Series.

He has commentated too on other major races worldwide including the Daytona 24 Hours, Spa 24 Hours, Nurburgring 24 Hours, Dubai 24 Hours, Bathurst 12 Hour, Sebring 12 Hours, Petit Le Mans at Road Atlanta, Culf 12 Hours and more.

He has been part of the Radio and/ of TV commentary teams for the world-renowned Le Mans 24 Hours for 20 years and currently works as a Lead TV commentator for the host broadcaster whilst also taking responsibility for briefing the team, and others on every team, car and driver at the event.

Graham is co-presenter of The Week In Sportscars, a weekly podcast covering endurance racing that has market-leading download numbers in Europe and North America

In addition to all of the above he owns a PR consultancy that, utilising his prior professional skills (Graham led and developed major PR and communications teams for a variety of public and private sector organisations for c.35 years), provides media and social media services and strategy for a variety of commercial clients.

Graham has also advised several major automotive OEMS on motorsport strategy and in developing their disaster management strategies and plans.



GREG EATON
PRODUCER

Greg Eaton is a TV Director and Producer with extensive experienced in creative TV event conceptualization, production and marketing consultancy for both national/international clientele.

Greg brings a diverse media and event background to the position; he has held positions with the Seven TV Network in the 80's, during the 90's was Chief Executive of the famous Australian iconic motorsport event, the Bathurst 1000 and during the mid 00's Greg headed up the Asia Pacific Regional operations of AICP, World Cup of Motorsport.

Greg takes a proactive and hands-on approach to deploying a TV production methodology to projects and productions that ensures on time and on budget delivery. He has produced events, live TV direction and hosted broadcast services for clients like Redbull, FIACT, Vodafone, AICP, Electrolux, Coca Cola and many others.

Domestically EPM has provided the turn key operation of events and production to both the private and public sector including the Australian government for the past 20 years with the departments of FaHCSIA, DEEWR, Off of the Prime Minister, Aust Greenhouse Office & AusAID.



MIKE DA SILVA
EXECUTIVE PRODUCER
CEO - MDSA MARKETING

Mike Da Silva is CEO of Sydney based, MDSA Marketing Communications. Current clients include: Qantas (39 years), ANZ, News Corp, Accor (14 years) Foxtel (12 years), eBay (14 years), IKEA (4 years), INC Direct, Scenic & Viking Cruises.

His Awards: International Promotion Marketer of the Year (Chicago); Inductee into the Global Marketing Industry Hall of Fame (Rio de Janeiro); Inaugural Life Achievement Award from the Australian Promotion Marketing Industry; Brand Leadership Award for his work throughout Asia (Mumbai), a Global Super Achiever Award for his work in India and acknowledged as a 'history maker' of the UK Promotion Marketing Industry.

For 23 years, MDSA has owned the Dragons of Asia the most prestigious results-focused Marketing Communications Award Programme throughout Asia. The Dragons of Asia, the Dragons of Malaysia & the Dragons of Pakistan have an extensive Agency & Brand Owner network through Asia.

Mike has developed & executed countless Movie Release Promotions for Distributors in Australia & LA, including development of a wide range of aspirational movie themed Prizes. MDSA owned the Qantas Movie Club, as Promoter, with the Airline a distribution Partner, promoting a new Movie release every month (114 Promotions) to 15 million Frequent Flyers, for 9.5 years. Clients included: SONY, Fox, Paramount, eOne, Becker, Universal, DreamWorks, Roadshow/Warner's & Disney. An Optus Movie concept followed.

For the AFL & West End Brewery, Mike created the Port Power/Crows 'Showdown', Cricket Promotions for XXXX, Rugby League collector cards in New Guinea, a number of State of Origin Promotions for Tooheys, XXXX, the Whitbread Round the World Yacht Race, for Rothmans and an Australian Open (Golf) Event.

Mike has developed a paper on 'Marketing as a Line item in an independent movie Production budget, provides a vital ROI for Producers, Distributors & importantly, Investors'.



ESCAPADE MEDIA

INTERNATIONAL TV AND FILM SALES AGENT

WHO WE ARE

ESCAPADE MEDIA is a new international TV and film sales agent specialising in premium dramas, children's and factual programming with a point of difference.

ESCAPADE MEDIA is seeking to form partnerships with producers across the world for commercial content.

HOW WE OPERATE

We are a creative partnership. We offer the opportunity for production companies and producers to work with us and access VITAL information that all producers seek

NATALIE LAWLEY MANAGING DIRECTOR

NATALIE started her career in distribution in London and then moved to Australia to manage distribution for Asia-Pacific. After moving to ABC Commercial, she was promoted to Manager, Content Sales and managed the merger of all commercial departments within ABC Commercial. During **NATALIE'S** time as Manager she achieved annual budgets, refreshed the catalogue with premium titles across each genre.

These included ABC Commercial's commissioned Thai Street Food with David Thompson and The Flying Winemaker. The Children's catalogue grew to include A Cautionary Tail, narrated by Cate Blanchett, The WotWots by Weta Workshop. The Factual genre was supported by high profile docos and the first ABC Commercial commissioned feature documentary, Stop At Nothing, which remains one of Netflix's Top 5 sports documentaries.

In 2013 Escapade Media was formed, where **NATALIE** is the majority shareholder, a company that focuses on global distribution of content as well as a development service where Escapade works with creatives to develop, co-produce and sell content globally. **NATALIE'S** Executive Producer roles across non-scripted projects such as feature documentary Stop At Nothing, Chasing Chaos, lifestyle series Food.Sail. Love. In the scripted genre the projects include series Art of Killing, The Best Kind of Beautiful, Sherlock & Daughter and Grassroots. Natalie is responsible for running Escapade and overseas global sales.



WITH THE **EXCLUSIVE** SUPPORT
AND BLESSING FROM THE **ACO**

ESCAPADE MEDIA PTY LTD

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