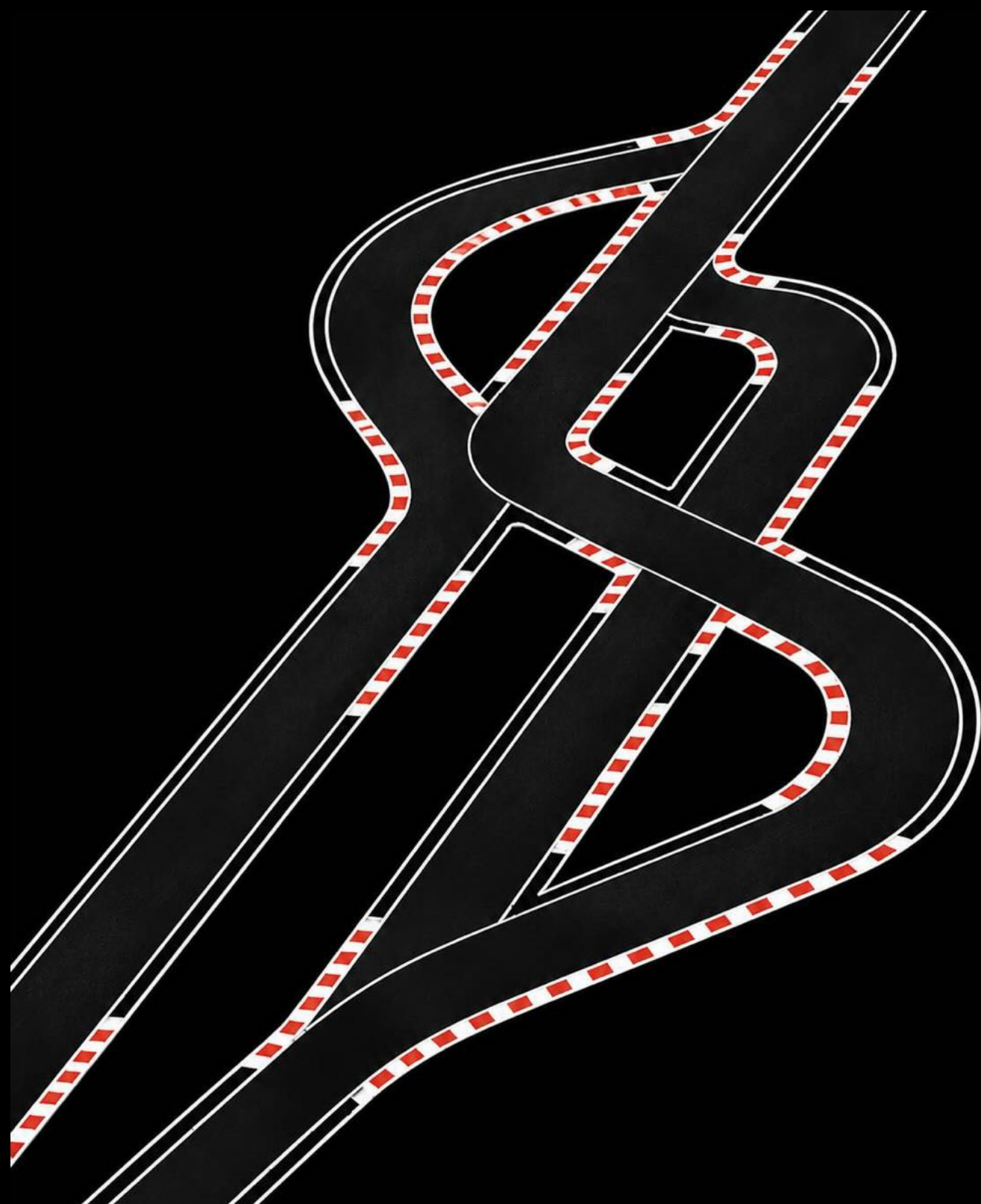




DRIVERS CLUB

LE magazine des gentlemen drivers et du business du sport automobile

Une époque formidable

— Avec un nombre de constructeurs record et des grilles pleines à tous les échelons, l'endurance vit à l'heure actuelle un véritable âge d'or. Drivers Club a eu le privilège de réunir les trois hommes qui se cachent en grande partie derrière ce succès inédit : Richard Mille, président de la commission endurance de la FIA, Pierre Fillon, président de l'Automobile Club de l'Ouest, et Frédéric Lequien, directeur général de Le Mans Endurance Management. Entretien événement.

Antonello COLETTA



La centième étape du FIA WEC a eu lieu à la fin du mois de septembre, imaginez-vous que le championnat puisse atteindre une telle envergure ?

Pierre Fillon : Je crois qu'on n'aurait jamais pu l'imaginer quand le championnat est né en 2012, surtout dans les circonstances de sa création avec le retrait inattendu de Peugeot. Nous avons connu des époques magnifiques – comme celle du LMP1 avec des voitures extraordinaires et une très belle bataille entre Toyota, Audi et Porsche – mais aussi des périodes plus difficiles. C'est toute cette expérience qui nous a amenés à imaginer la réglementation actuelle et je me souviens bien du jour où je suis allé rencontrer Jim France (le patron de l'IMS A NDLR) pour le convaincre de créer une plateforme commune avec le LMDh. Nous n'aurions pas pensé que cela pourrait amener autant de constructeurs et, bien que tout ne soit pas parfait et qu'il faille toujours chercher à améliorer les choses, il faut se rendre compte que compter autant de constructeurs engagés dans un championnat est quelque chose d'inédit dans l'histoire de la course automobile.

Richard Mille : Lorsque je suis arrivé à la tête de la commission endurance de la FIA, tout le monde nous voyait perdants. C'était une époque, pas si lointaine que ça, où la course automobile était considérée comme politiquement incorrecte par de nombreux constructeurs. Nous avons d'abord travaillé à une réduction drastique des coûts puisque l'on arrivait à des coûts annuels qui étaient souvent supérieurs à 200 millions d'euros. Nous avons travaillé sur les budgets de manière extrêmement sérieuse, presque ligne par ligne : châssis, carrosserie, pneus, moteur... Les constructeurs étaient même sceptiques quant à la véracité des chiffres que nous leur annonçons. Toyota s'était déjà engagée et les arrivées consécutives de Peugeot puis Ferrari et Porsche ont montré le potentiel de ce Championnat du Monde organisé autour des 24 Heures du Mans, qui demeure la course légendaire. Le nom d'Hypercar est quelque chose qui parle à l'imaginaire des gens, qui fait rêver. Nous avons aujourd'hui la chance d'avoir de nombreux constructeurs dans la catégorie reine de l'endurance avec des voitures qui ont chacune leur personnalité, ce qui était aussi important à nos yeux. Et on voit que le grand public suit de plus en plus, notamment les jeunes.

De nouveaux constructeurs de renom comme Genesis, puis McLaren et Ford, s'apprêtent à rejoindre le FIA WEC en 2026 et 2027. Est-ce selon vous le signe que le championnat s'est imposé comme la deuxième plateforme la plus importante derrière la Formule 1 dans l'univers des sports mécaniques ?

Richard Mille : Oui sans aucun doute. Le succès populaire le montre : les dernières 24 Heures du Mans se sont déroulées à guichets fermés avec près de 400 000 spectateurs au total. Chaque étape du championnat rassemble autour de 70 000 spectateurs et cela n'arrête pas d'augmenter. L'impact médiatique est lui aussi grandissant. Les constructeurs évaluent désormais que remporter les 24 Heures du Mans génère un impact médiatique supérieur à celui d'une victoire en Formule 1. Le FIA WEC gagne progressivement ses lettres de noblesse et on voit que des constructeurs, Ferrari pour ne pas les citer, qui ont gagné les 24 Heures du Mans en veulent désormais plus et se battent pour être sacrés champions du monde (l'interview a été réalisée avant la finale de Bahrain NDLR). Le FIA WEC écrit progressivement son histoire.

Frédéric Lequien : Je crois qu'il s'agit d'être conscient de nos forces tout en faisant preuve de beaucoup d'humilité. Le FIA WEC dispose aujourd'hui d'une visibilité mondiale et on constate que l'ensemble de nos chiffres, tant en matière d'audience TV que de réseaux sociaux, sont en constante augmentation. Le championnat est clairement entré dans une nouvelle dimension et chez LMEM, une partie de notre travail consiste à échanger au quotidien avec les constructeurs afin d'optimiser l'exposition dont ils bénéficient au travers du championnat. Il n'y a pas de secret, les constructeurs évaluent en permanence l'impact marketing qui découle de leur engagement dans un championnat et si le retour sur investissement n'est pas au rendez-vous, ils peuvent être amenés à reconsidérer leur engagement. De nouveaux constructeurs, de nouvelles destinations, de nouvelles marques prennent contact avec nous pour discuter et on voit bien que le FIA WEC est attractif. Le travail que nous avons mené de manière conjointe avec l'ACO et la FIA a permis au championnat d'arriver à un niveau inédit, il faut maintenant inscrire cette popularité dans la durée.

« Plus un programme est exclusif, plus il devient un rêve »

— Retour gagnant au sommet de l'endurance en Hypercar, présence renforcée en Grand Tourisme et programmes clients parmi les plus aboutis du sport automobile : Ferrari n'a jamais été aussi présente sur tous les fronts. À la tête d'un département devenu stratégique, en parallèle de la Formule 1, Antonello Coletta pilote les activités Endurance, la compétition client et l'univers Corse Clienti. Une position unique, à la croisée du sport, du business et de l'expérience, qu'il décrypte ici à travers sa vision... et les clés de ce modèle à part.

Antonello, vous êtes aujourd'hui à la tête des entités Endurance et Corse Clienti. Comment s'est construit votre parcours chez Ferrari ?

Je suis arrivé chez Ferrari en 1997 pour organiser les célébrations du cinquantième anniversaire. Avant cela, j'avais travaillé chez Peugeot, Alfa Romeo et dans des équipes privées en Formule 3 et Formule 3000. Je suis donc arrivé avec une expérience exclusivement liée à la compétition. Après cet événement, je suis devenu coordinateur du Ferrari Challenge, d'abord en Italie, puis en Europe, puis au niveau mondial avec mes collaborateurs. À l'époque, les championnats étaient divisés par régions, et nous avons progressivement structuré l'ensemble pour en faire un véritable réseau international. Au début des années 2000, avec Jean Todt (directeur de la Scuderia Ferrari entre 1993 et 2007, Ndlr) et Luca di Montezemolo (président de 1991 à 2014, Ndlr), nous avons pris la décision de créer Corse Clienti. À ce moment-là, cela n'existait pas. Il y avait la Formule 1 et le Challenge, mais rien d'autre pour les clients. Nous avons donc tout construit à partir de zéro. Nous avons lancé F1 Clienti en 2002, puis le XX Programme en 2005. Nous étions trois au départ. Aujourd'hui, nous sommes près de 200. Mais surtout, nous avons complètement transformé l'offre. Nous gérons aujourd'hui une activité mondiale, avec des événements en Europe, au Royaume-Uni, au Moyen-Orient, aux États-Unis, au Japon, en Australie et en Nouvelle-Zélande. C'est une couverture globale, avec des clients venant du monde entier, et une organisation construite année après année.

Justement, qu'est-ce qui fait aujourd'hui la singularité du programme Corse Clienti ?
Ce qui fait la différence, ce n'est pas seulement la voiture. Tout le

monde peut penser qu'il suffit de faire une bonne voiture. Mais ce n'est pas ça. La vraie difficulté, c'est tout ce qu'il y a autour. Nous gérons une expérience complète. Cela commence dès l'arrivée du client et se termine lorsqu'il rentre chez lui. Nous organisons tout : les hôtels, les restaurants, la conciergerie, la logistique, le transport des voitures, des pièces, des pneus. Quand un client arrive sur un circuit, il trouve sa voiture prête, ses pneus, ses pièces, son environnement. Derrière cela, il y a une logistique énorme. C'est quelque chose de très complexe à mettre en place, et c'est probablement la partie la plus difficile de notre travail. Beaucoup de constructeurs ont essayé de faire quelque chose de similaire, mais sans succès. Parce qu'ils sous-estiment cette dimension.

À l'origine, quelle était votre ambition en lançant ces programmes ?

Cela peut sembler étrange, mais dès mon premier jour chez Ferrari, en passant sous l'entrée de l'usine, j'ai pensé : mon rêve est de revoir Ferrari protagoniste en endurance. Je pensais aussi aux gentlemen drivers, qui ont été l'épine dorsale de Ferrari dans les années 50 et 60, quand la marque est devenue un mythe. À l'époque, retourner en prototype était seulement un rêve. Mais j'ai trouvé des personnes qui ont compris cette vision et qui m'ont donné leur confiance. Je suis parti avec cette idée de faire quelque chose de vraiment important pour les clients. Et j'ai travaillé dans cette direction pendant des années. À la fin de 2020 et au début de 2021, John Elkann (l'actuel président de Ferrari, Ndlr) a pris la décision de revenir dans la catégorie reine de l'endurance. C'est la démonstration que si vous croyez vraiment à un projet et que vous y travaillez tous les jours, les choses peuvent arriver.

CONCEPT

2,3 milliards d'euros de CA cumulé pour la filière des sports mécaniques et pas encore de magazine B to B ? Drivers Club vient combler ce vide en proposant un trimestriel qui s'adresse à tous les professionnels du sport automobile, à ceux qui font le paddock et entreprennent dans le motorsport. Acteurs du sport automobile, nous évoluons dans un monde de passion, en perpétuel mouvement et à la pointe de la technologie. Mêlant business et lifestyle, Drivers Club vous ouvre ses portes : c'est votre magazine.

LE SPORT AUTOMOBILE, UN UNIVERS PREMIUM PAR EXCELLENCE

100 lecteurs gentlemen drivers aux revenus **supérieurs à 1 000 0000 euros net/an**

500 lecteurs gentlemen drivers aux revenus **supérieurs à 500 0000 euros net/an**

1500 lecteurs gentlemen drivers aux revenus **supérieurs à 200 0000 euros net/an**

2000 lecteurs aux revenus **supérieurs à 100 000 euros net/an**

(propriétaires d'écuries automobiles, chefs d'entreprises du monde automobile, sponsors...)

5000 lecteurs aux revenus **supérieurs à 60 000 euros net/an**

(cadres des entreprises sponsors, directeurs de projet, ingénieurs, team managers, directeurs techniques...)

* Source étude réalisée par l'éditeur

Gentleman driver : homme passionné d'automobile, il est le plus souvent chef d'entreprise et participe pour son plaisir à des courses amateurs ou le mêlant à des pilotes professionnels. On dénombre en France un peu plus de 2000 gentlemen drivers dépensant au moins 50 000 euros HT/an pour financer leur saison automobile.



DRIVERS CLUB, C'EST...

UN FORMAT À LA HAUTEUR DES STANDARDS DU MOTORSPORT

Le média **B to B** qui manquait au sport automobile français

L'assurance de toucher les gentlemen drivers et l'ensemble des décideurs du paddock

Un support qui se démarque en associant intérêt **B to B** et univers de passion

Un format **240 x 300 mm** très qualitatif

Une couverture en papier **300 g avec pelliculage**

Une iconographie soignée, digne des meilleurs magazines lifestyle

Un magazine entièrement traduit **en anglais**

LA DISTRIBUTION : CLÉ DE LA RÉUSSITE

10 000 exemplaires par numéro

6000 envois individuels qualifiés par numéro
auprès des décideurs du sport auto, un ciblage
ultra sélectif une audience CSP++ captive
(Propriétaires et collectionneurs, chefs d'entreprise, gentlemen
drivers, équipes, constructeurs, fournisseurs, pilotes pro, etc..)

Une **distribution auprès de partenaires
prestigieux** comme le circuit et les hôtel
du circuit Paul Ricard

Une **distribution ciblée** auprès de tous
les acteurs du paddock et du motorsport

Une **distribution événementielle** lors
des plus grands événements motorsport
(GP de France de F1, GT World Challenge...)

Profil :
90 % Hommes – 10 % Femmes
Tranche d'âge représentés 25 ans – 65 ans
CSP ++ CIBLAGE ULTRA-SELECTIF UNE AUDIENCE EUROPÉENNE
ET INTERNATIONALE



**GENESIS : LA
METHODE CORÉENNE
POUR BOUSCULER LE
PREMIUM EUROPÉEN**

— Lancée en Europe en 2021, Genesis a choisi de s'implanter sur le marché premium par une voie singulière : vente directe, gamme 100 % électrique et expérience client inspirée de l'hospitalité coréenne. Cinq ans plus tard, la marque du Hyundai Motor Group accélère son développement sur le Vieux Continent avec un réseau commercial élargi et un engagement en Hypercar destiné à renforcer sa crédibilité mondiale.

« Nous accordons une attention particulière à l'expérience client, associée à une gamme électrique primée qui apporte une vision nouvelle du marché », avance Peter Kronschnabl, directeur général de Genesis Motor Europe, en présentant les ambitions de la marque coréenne en Europe. Convaincre un client européen d'abandonner BMW, Mercedes ou Audi au profit d'une marque créée il y a à peine dix ans relève du pari commercial. Pourtant, Genesis poursuit méthodiquement sa montée en puissance. « Depuis notre entrée en Europe en 2021, Genesis a régulièrement construit sa présence et développé sa clientèle, démontrant qu'il existe une demande réelle pour une nouvelle alternative premium. »

Pour le dirigeant, cette différenciation repose autant sur le design et la technologie que sur l'expérience proposée aux clients. « Pour rivaliser au plus haut niveau de l'industrie automobile européenne, nous associons notre dynamisme coréen distinctif, un design emblématique et une offre technologique avancée à une philosophie centrée sur le client, inspirée du concept de « Son-Nim », qui signifie « invité précieux ». »

CHANGER D'ÉCHELLE EN EUROPE
Durant ses premières années, Genesis a posé les jalons d'un modèle de vente directe appuyé par des Genesis Studios implantés dans plusieurs grandes villes d'Allemagne, de Suisse et du Royaume-Uni. Une stratégie pensée pour maîtriser l'expérience client de

bout en bout tout en installant progressivement la marque sur un marché particulièrement conservateur.

Le constructeur a, depuis, fait évoluer son approche commerciale afin d'accompagner sa croissance et d'améliorer son accessibilité. « Nous nous développons rapidement sur les marchés existants et nouveaux avec un réseau de vente et de distribution élargi », souligne l'Allemand. « Notre modèle de concessions va entraîner une augmentation rapide du nombre de partenaires commerciaux et de centres de service. »

Déjà implantée en France, en Allemagne, en Italie, en Suisse, aux Pays-Bas et au Royaume-Uni, Genesis prépare désormais son arrivée en Espagne. Depuis son lancement européen, la marque a dépassé les 11 000 ventes sur ses marchés initiaux. Une croissance qui « repose sur des bases mondiales solides et sur des ambitions à long terme qui continuent de consolider notre position parmi les dix plus grandes marques premium mondiales. »

LE PRAGMATISME APRÈS LE TOUT-ÉLECTRIQUE
Sur le plan produit, Genesis avait initialement fait le choix du tout-électrique en Europe. « Les attentes des clients évoluent et chez Genesis, nous répondons aux préférences des clients et aux spécificités des marchés régionaux. Nous avons un engagement fort envers l'électrification et, en Europe, nous proposons

une gamme entièrement électrique comprenant les modèles GV60, Electrified GV70 et Electrified G80 », rappelle Peter Kronschnabl. Mais la complexité du marché européen, les disparités réglementaires entre pays et les différences de volumes poussent Genesis Motor Europe à adapter progressivement sa stratégie. « Le premier véhicule électrique haute performance de la marque, le GV60 Magma, arrivera prochainement sur le continent et nous introduirons également des motorisations hybrides à partir de 2027. »

HYPERCAR : LE PARI DE LA LÉGITIMITÉ
Avec Genesis Magma Racing, la marque coréenne utilise désormais l'endurance comme vitrine technologique et outil de construction de marque mondiale. L'engagement en Hypercar et aux 24 Heures du Mans dépasse largement le simple cadre sportif. « L'endurance offre à Genesis l'opportunité de démontrer ses capacités technologiques avancées ainsi que sa passion pour l'innovation et la performance guidée par le design sur une scène mondiale. » En seulement 499 jours, Genesis a mis sur pied une équipe compétitive et une Hypercar déjà capable d'inscrire ses premiers points en WEC. Pour Peter Kronschnabl, Le Mans représente également « le terrain d'essai ultime pour façonner et valider les technologies de nos futurs modèles de série, dans un environnement impossible à reproduire via un développement automobile conventionnel ».



Brasero du
dimanche



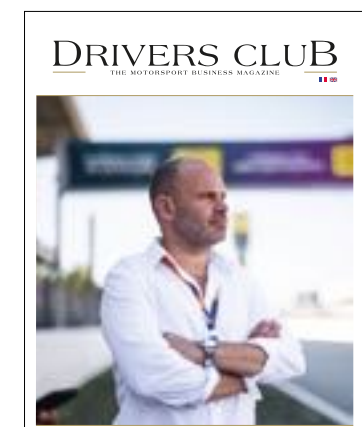
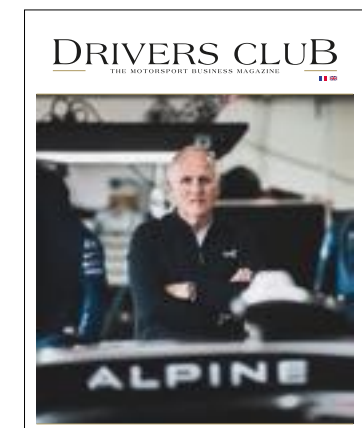
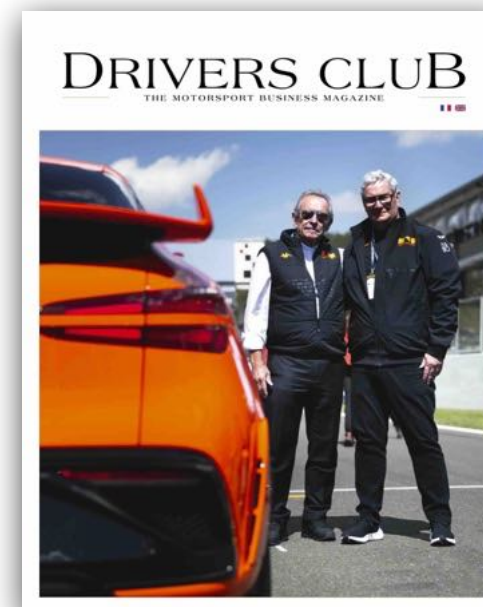
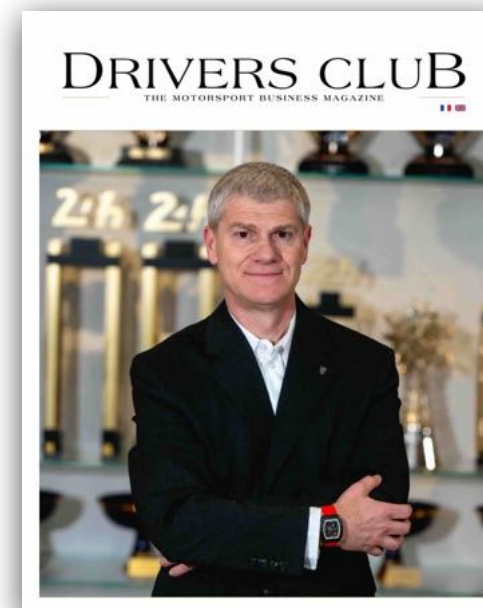
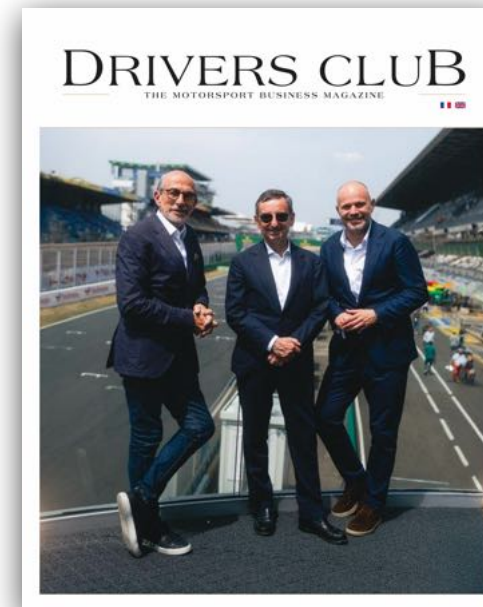
A FIVE-STAR SUMMER PROGRAM AT THE HÔTEL & SPA DU CASTELLET

Nestled in the hills of the Var region, just a few hundred metres from the Paul Ricard circuit, the Hôtel & Spa du Castellet and its lush natural grounds are the ideal setting for summer. With highlights including the Rencontres Étoilées, orchestrated by three-star chef Fabien Ferré, the summer programme promises to be particularly rich.

LES RENCONTRES ÉTOILÉES - RESTAURANT SAU FELICE
Le Villa du Castellet is launching an exclusive series of five-star dinners, created by three exceptional chefs: will join Fabien Ferré, to three five-star Michelin highlights their most precious, combine their talents and offer unforgettable culinary experiences. To kick off the series on 9 April, the chef and his team, combining traditional French and past masters, from the (cuisine) from (Mediterranean) and (cuisine) from (Mediterranean) and (cuisine) from (Mediterranean) will open the inventory on Thursday, 9th April, the Wednesday, 10th April, the Thursday, 11th April, the Friday, 12th April, the Saturday, 13th April, the Sunday, 14th April, the Monday, 15th April, the Tuesday, 16th April, the Wednesday, 17th April, the Thursday, 18th April, the Friday, 19th April, the Saturday, 20th April, the Sunday, 21st April, the Monday, 22nd April, the Tuesday, 23rd April, the Wednesday, 24th April, the Thursday, 25th April, the Friday, 26th April, the Saturday, 27th April, the Sunday, 28th April, the Monday, 29th April, the Tuesday, 30th April, the Wednesday, 1st May, the Thursday, 2nd May, the Friday, 3rd May, the Saturday, 4th May, the Sunday, 5th May, the Monday, 6th May, the Tuesday, 7th May, the Wednesday, 8th May, the Thursday, 9th May, the 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CALENDRIER DE PARUTIONS 2026

- Numéro printemps (sortie fin février 2026)
- Numéro été (sortie début juin 2026)
- Numéro automne—
hiver (sortie fin octobre
2026)



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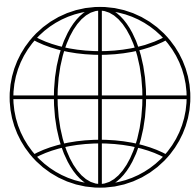
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