

LAURENTS HÖRR

faster to the top



2024 Sponsors' Program



Career Highlights



- 2023** 24h of Le Mans/LMP2 – IDEC SPORT Racing
6th Place / Best German
European Le Mans Series/LMP2 – IDEC SPORT Racing
5th Place / Best German
Prototype Cup Germany/LMP3 – Koiranen Kemppi Motorsport, **6th Place**



- 2022** 24h of Le Mans/LMP2 – DKR Engineering
3rd Place Pro/Am
Michelin Le Mans Cup/LMP3 – DKR Engineering
Asian Le Mans Series/LMP3 – DKR Engineering



- 2021** European Le Mans Series/LMP3 – DKR Engineering
Champion 2021
Asian Le Mans Series/LMP3 – DKR Engineering
IMSA, 24h of Daytona/LMP3 – Mühlner Racing
3rd Place



- 2020** Michelin Le Mans Cup/LMP3 – DKR Engineering
Champion 2020
European Le Mans Series/LMP3 – DKR Engineering
FIA WEC/Porsche 911 RSR/GTE AM – Project1
3rd Place LONE STAR LE MANS
4rd Place 6 HOURS OF SPA-FRANCORCHAMPS



- 2019** Michelin Le Mans Cup/LMP3 – DKR Engineering
Champion 2019



- 2018** Michelin Le Mans Cup/LMP3 – CD Sport
DMV GTC Dunlop 60/Porsche GT3 R – Schütz Motorsport

- 2010–2017** Formula Renault 2.0 VdeV Overall 2017 P2 /
1st Runner-Up
Formel Renault 2.0 NEC 2016
5th Place Formel Renault 1.6 Nordic 2015
10th Place at IAME Euro Series
German Karting Champion X30 Juniors
South German Karting Champion X30 Juniors



Profile

Laurents Hörr, the 26-year-old racing driver from Stuttgart, is a true **role model**. With a lot of **ambition and diligence**, he has **worked hard** for all his successes and, with the support of his long-standing sponsors, has built up an **impressive career**.

Especially at a time when many believed that motorsport had no future, Laurents persistently pursued his path and steadily increased his **level of recognition and popularity** through his **successes**.

His strategic decision to enter **endurance racing** in 2018 proved to be spot on. There is **a real boom** in the prototype sector, as renowned brands such as Porsche, Lamborghini, Ferrari, BMW, Peugeot, Toyota, Aston Martin, Cadillac and Acura (Honda) are currently investing in new programs.

Laurents has managed to create an excellent starting position for a factory contract in this environment - his next big goal. And of course, the big goal is to win the championship in the **WEC/World Endurance Championship (Hyper-car class)** as well as the **24 Hours of Le Mans**.

Laurents Hörr is not only a talented racing driver but also an **eloquent speaker**. In his presentations, he fascinates his audience with his passion for motorsport and his extraordinary success story. He is a credible **brand ambassador** and **popular figure** for any company that works with him. His **authentic style** and **tireless commitment** reflect the core values of a company and make him **an ideal partner for cooperation and sponsorship**. This is also because Laurents has meanwhile built up a large **business network** from whose contacts all partners can benefit.

Besides his own goals and successes, it is Laurents' concern to pass on his knowledge. As a **driver coach**, he supports other ambitious racing drivers in their development. In addition, he is the proud **founder of his own karting team**, which enables young talents to enter motorsport. In this way, he gives something back and **promotes young talent**.



2024 - full program

After the first complete **ELMS** season (**European Le Mans Series**) in LMP2 and the second participation in the **24 Hours of Le Mans**, a repeat of these participations and further expansion of activities is planned for the upcoming season. In addition, Laurents Hörr plans to compete in the **Asian Le Mans Series** and in the **IMSA WeatherTech SportsCar Championship**.

Facts

Performance specifications of the Le Mans prototypes in Class 2 (LMP2)

Racing car:	ORECA 07
Chassis:	Carbon / HP COMPOSITES
Length:	4.745 mm
Width:	1.895 mm
Wheelbase:	3.005 mm
Weight:	930 kg
Engine:	Gibson Technology GK428, V8, 4.2L, 450 kW/612 hp
Transmission:	Sequential 6-speed XTrac Gearbox
Brakes:	Carbon
Max speed:	approx. 315 km/h / 196 mph
Fuel:	Excellium Racing 100 – 100% total organic fuel obtained entirely from the utilization of residual biomass from the wine industry.



According to strict regulations, the ACO (Automobile Club de l'Ouest) has homologated four manufacturers for the construction of LMP2s: Oreca, Ligier, Dallara and Riley. The engines are unit drives.

LMP2 racing series worldwide

Europe: European Le Mans Series

North America: IMSA Weathertech Sportscar Series

Asia: Asian Le Mans Series



EUROPEAN LE MANS SERIES

1. Barcelona, Spain 14. April 2024
2. Le Castellet, France 05. May 2024
3. Imola, Italy 07. July 2024
4. Spa-Francorchamps, Belgium 25. Aug. 2024
5. Mugello, Italy 29. Sep. 2024
6. Portimão, Portugal 19. Oct. 2024



Source: European Le Mans Series 2022/2023

24h LE MANS

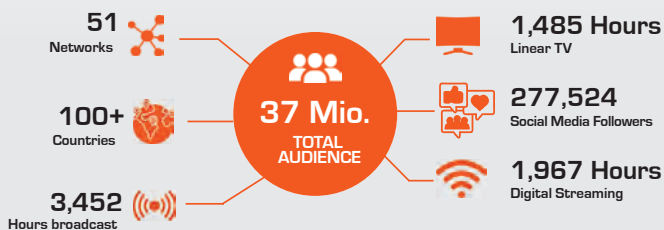
1. Prologue 12-14 June 2024
2. Race 15-16 June 2024



Source: ACO/FIA 2023

ASIAN LE MANS SERIES

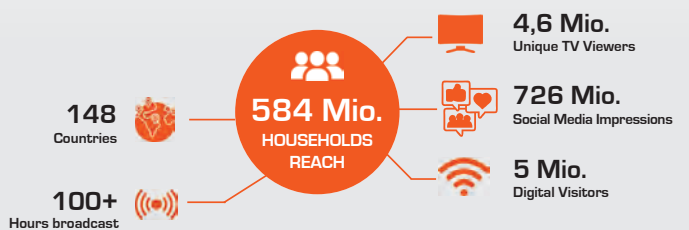
1. Sepang Intern. Circuit, Malaysia 02. Dez. 2023
2. Sepang Intern. Circuit, Malaysia 03. Dez. 2023
3. Dubai Autodrome, Dubai 04. Feb. 2024
4. Yas Marina Circuit, Abu Dhabi 10. Feb. 2024
5. Yas Marina Circuit, Abu Dhabi 11. Feb. 2024



Source: Asian Le Mans Series 2023

IMSA WeatherTech SPORTSCAR CHAMPIONSHIP

1. 24h at Daytona 25-28 Jan. 2024
2. Twelve Hours of Sebring 13-16 March 2024
3. Watkins Glen International 20-23 June 2024
4. Indianapolis Motor Speedway 20-22 Sep. 2024
5. Road Atlanta, Georgia 09-12 Oct. 2024



Source: IMSA 2023

Laurents' media presence

Additional personal appearances via other media channels:

- Public Events/Personal Appearances
- TV
- Newspaper and Print Media
- Radio
- Podcasts and Streams
- exclusive partnership with Motorvision.TV

Facebook

Laurents Hörr official

- Reach per post: up to 48.000 individuals reached

Instagram

hoerrlaurents

- Reach per post: up to 200.000 individuals reached

TikTok

hoerrlaurents

- Reach per post: up to 42.000 individuals reached

Youtube

Laurents Hörr

- up to 77.000 views
- up to 3,000 views per month

Homepage

www.laurents-hoerr.de

Pleased Sponsors



Since 2004 the RAISCH GROUP has successfully developed software for the automotive industry and we have been THE experts in the field of qualifications for test drivers and coaches. From the first contact with driving in our driving simulator to our proving ground driver license at our driving technique and proving ground centers, we offer our customers a complete solution for training and further education for their drivers. This includes management, documentations, and proof of qualifications with customers at proving grounds worldwide.

RAISCH GROUP has sponsored Laurents Hörr since 2018. Laurents is an extremely talented, ambitious and young racing driver, who has proofed his talent in many racing series. We will support him further on his way to the top.

The first important step was to enter the LMP3-Class at Le Mans Cup 2018. He has showed his potential many times. Since he has switched to DKR Engineering in 2019 he has been even more successful and Laurents has stood there where we love to see him the most: on the podium!

The partnership with Laurents is a win for our company. Motorsports with the sympathetic Laurents Hörr fits our core business and target group perfectly. We fully exploit this topic in our communication, whether it is at our exhibition stand, on our website or on social media, etc. The events at the racetracks for exclusive customers are unforgettable Highlights, which leave lasting impressions. Through this Sponsorship we actually have been

able to establish new and valuable contacts with customers, so we have been able to achieve much more than we originally had planned.

My team and I are looking forward to supporting Laurents on his further career.

Michael Raisch
CEO



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Pauly & Partner's office prepares assessments with all kinds of topics, regarding road vehicles. The level of costs to eliminate the damage caused by an accident, the value of an vintage car, the cause of engine or transmission damage, and the reconstruction of the sequence of an accident are possible parts of the assessment.

We don't belong to an interest group, but we have worked independently and impartially since 1994. Because we are constantly occupied with vehicles, driving behaviour, and the technical components of vehicles the proximity to motorsports is just natural. Different colleagues have experience on the racetrack.

Our customers and clients are also positive about our sponsorship commitment. Conversations about how the race went, successes, and failures strengthen the customer loyalty.

We have chosen the sponsorship with Laurents Hörr carefully and we haven't been disappointed. He is talented, enthusiastic and he drives goal-orientated.

We are pleased that Laurents kept his likeable nature despite his achievements.

We will continue to support him.

Ralph Karg
Director of Damage / Assessment



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dataglobal offers intelligent software solutions and consultation for digital transformation of companies. With Content Services, Digital Workplace, and company-wide Archiving we contribute to our clients' company's success. For 25 years dataglobal has been technologically leading and has been successful worldwide. More than 550 clients in 40 countries have the benefits of our efficient software, primary from sectors like automotive, aerospace, chemical, financial, energy, and manufacturing. Among our clients are Rhenus Logistics, NDR, Mars, Universal, T-Systems, Bundesnetzagentur, and Deutsche Börse.

Under the banner "dataglobal is running at full throttle" we have been an enthusiastically sponsoring partner of Laurents Hörr since the season of 2018. He is a great German talent in international motorsports.

We used the sponsoring partnership with Laurents Hörr strategically, as part of our marketing measures, for customer acquisition and customer loyalty. We regularly communicate about the current successes of our young racer via all our channels, such as newsletters, website, social media, print advertising media, but also at our events. In this way, we have emotionally charged our brand and reach potential and existing customers on a whole new level.

This partnership also brought a breath of fresh air to our employer branding, as almost all of our employees are now real fans of Laurents, follow all the races and discuss the latest results.

We had really positive experiences at our VIP-Events directly located at the race-track, where exclusive customers and sales partners had the opportunity to be part of a vivid racing event. We actually have generated specific projects, we otherwise probably wouldn't have been able to generate.

All in all, the partnership with Laurents Hörr has been great fun and really worthwhile for us.

We are very pleased with the steady development of Laurents Hörr.

Wolfgang Munz
Founder & Chairman

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What are your benefits as a sponsor?

- You raise your awareness level
- You increase your attractiveness for clients and employees
- You benefit from the image of a winning driver
- You reach target groups you wouldn't be able to reach with classic advertising

Of course my team and I know that in motorsports not only the results count, but also the appearance away from the racing track needs to be perfect. Apart from bold advertising spaces on the vehicle, driver, team, and pits you and your company receive experience packages for your additional value and motorsports to feel and touch!

We offer, if required, a professional hospitality to the paddock planned to your liking, we manage the schedule and organization on-site, and we look after your guests as well. You will have an unforgettable experience. On request we put together a merchandise package for you. Whatever you request, we make it possible: caps, T-shirts, polo shirts, jackets and much more.

Of course you can order me and my vehicle for your company event. Feel free to contact us and we will put together a sponsoring package, tailored for your company.

Bring your business up to the pole position and get the attention you need. Offer your customers emotionally-moving experiences at the race track, and together we can transfer the exciting emotion and fascination of motor sports to your company's public image.

Placement on race car



Visibility and Placement on driver



Placement on Trailer/Team/Box



VIP events at the races



Incentives Race Track



Events of the Business Network



Company event on your premises



Media Presence



2024 Sponsors' Program/Examples

For interested businesses who want to support Laurents Hörr in the fight for the championship in the **European Le Mans Series**, in the **Asian Le Mans Series**, in the **IMSA WeatherTech SportsCar Championship** and in front of an audience of millions, at the **24 Hours of Le Mans**, we offer individual packages. The packages shown here are examples, the individual modules (and other services of your choice) are of course **freely configurable** - we will be happy to prepare **your individual offer on request**.

	PREMIUM	POLE	TOP	SPEED	START
Placement on race car	<ul style="list-style-type: none"> Premium placement on car exterior (large areas, both sides) 	<ul style="list-style-type: none"> Pole placement on car exterior (large areas, both sides) 	<ul style="list-style-type: none"> Top placement on car exterior (large areas, both sides) 	<ul style="list-style-type: none"> Logo on car 	<ul style="list-style-type: none"> Logo on car
Placement on driver	<ul style="list-style-type: none"> Premium placement on racing suit - helmet - cap 	<ul style="list-style-type: none"> Pole placement on racing suit - helmet - cap 	<ul style="list-style-type: none"> Top placement on racing suit - helmet 	<ul style="list-style-type: none"> Logo on racing suit 	
Placement on Trailer/ Team/ Box	<ul style="list-style-type: none"> Premium area on trailer (20 qm) Premium area on teamwear/VIP area 	<ul style="list-style-type: none"> Pole area on trailer (10 qm) Pole area on teamwear/VIP area 	<ul style="list-style-type: none"> Pole area on trailer (5 qm) Pole area on teamwear/VIP area 	<ul style="list-style-type: none"> Logo on trailer (3qm) Logo in VIP area 	<ul style="list-style-type: none"> Logo on trailer (2qm) Logo in VIP area
VIP Status at the races	<ul style="list-style-type: none"> exclusive VIP event for up to 10 people at all 6 races 	<ul style="list-style-type: none"> exclusive VIP event for up to 10 people at 3 races 	<ul style="list-style-type: none"> exclusive VIP event for up to 10 people at 2 races 	<ul style="list-style-type: none"> exclusive VIP event for up to 10 people at a race 	
Race Track Incentives	<ul style="list-style-type: none"> co-pilot rides (max. 5 people) 				
Business Network	<ul style="list-style-type: none"> Invitation to Events with interesting contacts 	<ul style="list-style-type: none"> Invitation to Events with interesting contacts 	<ul style="list-style-type: none"> Invitation to Events with interesting contacts 		
Company event on your premises	<ul style="list-style-type: none"> Presentation of car Meet and greet Event with Laurents Hörr 	<ul style="list-style-type: none"> Presentation of car Meet and greet Event with Laurents Hörr 	<ul style="list-style-type: none"> Meet and greet Event with Laurents Hörr 		
Media Presence	<ul style="list-style-type: none"> Attractive section on sponsors' wall during press events/in pit box press releases Premium placement on homepage 20 Posts on Facebook, Instagram, YouTube Presence on my autograph cards 	<ul style="list-style-type: none"> Attractive section on sponsors' wall during press events/in pit box press releases Premium placement on homepage 12 Posts on Facebook, Instagram, YouTube Presence on my autograph cards 	<ul style="list-style-type: none"> well-placed section on sponsors' wall during press events/in pit box press releases Top placement on homepage 10 Posts on Facebook, Instagram, YouTube Presence on my autograph cards 	<ul style="list-style-type: none"> Logo on sponsors' wall during press events/in pit box Logo placement on homepage 10 Posts on Facebook, Instagram, YouTube Presence on my autograph cards 	<ul style="list-style-type: none"> Logo on sponsors' wall Logo placement on homepage 8 Posts on Facebook, Instagram, YouTube Presence on my autograph cards

Be part of the fascination of motor racing...



... with Laurents Hörr in pole position!



LAURENTS HÖRR

faster to the top



**I am excited about a
partnership with you!**

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