

Le Mans, June, 4th 2021

Essilor, new official partner of 24 Hours of Le Mans and MissionH24

With the next 24 Hours of Le Mans fast approaching (21-22 August), race organizer the Automobile Club de l'Ouest (ACO) is delighted to announce a three-year partnership with Essilor, the ophthalmic lenses world leader, to promote the importance of optimal vision on the road, 24 hours a day.

Up to 90%* of the information needed to make good decisions on the road is related to our eyesight. Optimal vision at every moment is key to enjoy the road safely in all conditions, whatever the means of transportation. Safe mobility therefore calls for the best corrective and protective lenses, 24/7.

As official partner of the 24 Hours of Le Mans and MissionH24, Essilor will offer its expertise to correct and protect the vision of racing drivers and everyday motorists, improve precision and field of vision, adjust to levels of brightness and weather conditions, reduce fatigue, and adapt to night driving – all factors that significantly influence reaction times on the road.

Associating vision with the future of mobility, the partnership agreement includes the MissionH24 program, which aims to create a class for prototypes with an electric-hydrogen powertrain at the 24 Hours of Le Mans in 2024.

Click below to see the reveal video :



As a key player in sustainable mobility, the ACO and Essilor share a strong commitment to innovation. The 24 Hours of Le Mans represents a testing ground for the mobility of tomorrow, in line with the sustained investment of Essilor in innovative visual solutions, combining performance, endurance, safety and comfort.

Over the next three years, the partnership will involve numerous joint initiatives on the topic of "24-hour vision" through both trackside events and public awareness campaigns, in line with the engagement of both partners for safe mobility.

Further details on the partnership will be released at the 24 Hours of Le Mans on 21-22 August.



PRESS CONTACT

Automobile Club de l'Ouest

medias@lemans.org

Jean-Baptiste Schmidt

jb.schmidt@lemans.org

06 12 27 71 01

ESSILOR

Corporate Communications

Ginette De Matteis

Tel : +33 (0)1 49 77 45 02

Media Relations

Mailis Thiercelin

Tel : +33 (0)1 49 77 45 02

About Essilor :

Essilor is the #1 in spectacle lenses worldwide. Essilor designs, manufactures and markets a complete range of solutions dedicated to each individual's vision needs and lifestyle.*

Every lens Essilor creates is a combination of multiple complementary technologies that correct vision, protect eyes from UV and blue-violet light and enhance clarity of lenses, to allow people to see more and do more.

For more information, please visit www.essilor.com

**Source: Euromonitor, Eyewear 2021 edition; Essilor International company; worldwide retail value sales at RSP.*

The Automobile Club de l'Ouest

Founded in 1906, the Automobile Club de l'Ouest (ACO) organised the first ever Grand Prix in 1906 and introduced the 24 Hours of Le Mans in 1923. A staunch defender of endurance racing, the ACO contributes to the organisation and promotion of the FIA World Endurance Championship and instigated the WeatherTech SportsCar Championship in the USA, the European Le Mans Series and Asian Le Mans Series. Aside from the world-famous Le Mans 24 Hours, ACO circuits host the 24-hour motorcycle race (24H Motos), the French motorcycle Grand Prix, the 24-hour go-karting event and the 24-hour truck race (24 Heures Camions).

The 24 Hours of Le Mans is a test bed for innovations in automotive technology, the ACO's main focus in terms of development. The ACO's commitment to sustainable mobility currently takes the shape of the MissionH24 project to introduce a hydrogen class at the 24 Hours of Le Mans.

The ACO defends the interests of everyday motorists and takes pleasure in offering excellent hospitality to members at motor sports events organised by the club.

Driving skills being an important part of the safety and the pleasure of motoring, the club has a driving school, Le Mans Driver, as well as a go-kart complex with simulators and an international standard track. The club's trackside facilities are a sought-after event venue, often coupled with multi-lingual tours of the circuit. Merchandise and tickets are on sale in outlets in Le Mans, Tours, Rouen, Paris and in five regional offices.