

LHÖRR



2026 Sponsors' Program



Career Highlights



- 2025**
 - European Le Mans Series/LMP2 - DKR Engineering
 - Asian Le Mans Series/LMP2 - DKR Engineering
 - Nürburgring Permit Nordschleife
- 2024**
 - 24h of Le Mans/LMP2 - DKR - **3rd Place Pro/Am**
 - European Le Mans Series/LMP2 - DKR Engineering
 - Asian Le Mans Series/LMP2 - DKR Engineering
 - IMSA, 2 Races/LMP2 - High Class Racing
- 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 - **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 - **Champion**
 - Asian Le Mans Series/LMP3 - DKR Engineering
 - IMSA, 24h of Daytona/LMP3 - Mühlner - **3rd Place**
- 2020**
 - Michelin Le Mans Cup/LMP3 - DKR - **Champion**
 - 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 - **Champion**
- 2010-2018**
 - Michelin Le Mans Cup/LMP3 - CD Sport
 - DMV GTC Dunlop 60/Porsche GT3 R - Schütz Motorsport
 - Formel Renault 2.0 VdeV Overall P2/ 1st Runner-Up 2017
 - Formel Renault 2.0 NEC 2016
 - 5th Place Formel Renault 1.6 Nordic 2015
 - Numerous national and international Karting Championship Titles IAME Euro Series und X30 Juniors





Profile

Laurents Hörr, the 28-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**.



2026 - Attack on the title

After four years in the **LMP2** class of the **ELMS (European Le Mans Series)**, Laurents now has his sights set on what he has already achieved several times in **LMP3** – the **European Championship**. In the world's biggest motorsport event, the **24 Hours of Le Mans**, the goal for this season is once again to finish on the podium at the very least. Laurents will also be competing in the **Asian Le Mans Series** with DKR Engineering.

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

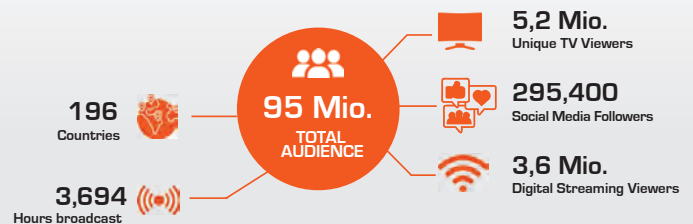
North America: IMSA Weathertech Sportscar Series

Asia: Asian Le Mans Series



ELMS EUROPEAN LE MANS SERIES

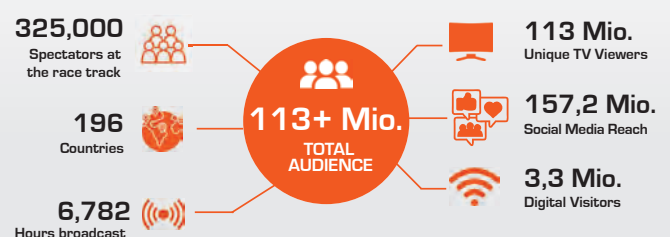
1. Barcelona, Spain 12 April 2026
2. Le Castellet, France 03 May 2026
3. Imola, Italy 05 July 2026
4. Spa-Francorchamps, Belgium 23 Aug. 2026
5. Silverstone, UK 13 Sept. 2026
6. Portimão, Portugal 10 Oct. 2026



Source: European Le Mans Series 2022/2023

24h LE MANS

1. Prologue 05-12 June 2026
2. Race 13-14 June 2026



Source: ACO/FIA 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

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 Laurent 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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What are your benefits as a sponsor?

- You increase your brand awareness.
- You gain an authentic brand ambassador.
- You increase your popularity among your customers and employees.
- You benefit from the image of a winning driver.
- You reach target groups that you cannot reach with traditional advertising.

Laurents Hörr and his entire team know, of course, that it's not just the results that count in motorsport; your appearance off the track must also be perfect. In addition to eye-catching advertising space around the vehicle, driver, team, and pit, you and your company will receive comprehensive experience packages for added value, access to our business network, and fascinating motorsport "up close"!

If required, we can provide you with professional hospitality in the paddock, design it according to your wishes, manage the setup and organization on site, and look after your guests. You will have an unforgettable experience. On request, we can also put together a complete merchandising package for you. Whatever you want, we can make it happen: caps, T-shirts, polo shirts, jackets, and much more.

Of course, Laurents is also happy to be the highlight of your corporate event. A friendly top athlete who is approachable and easy to talk to. Selfies and autographs from and with Laurents Hörr are always in high demand.

Contact us and let us put together a sponsorship package tailored to your company.



Sponsoring Modules

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



2026 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** 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**.

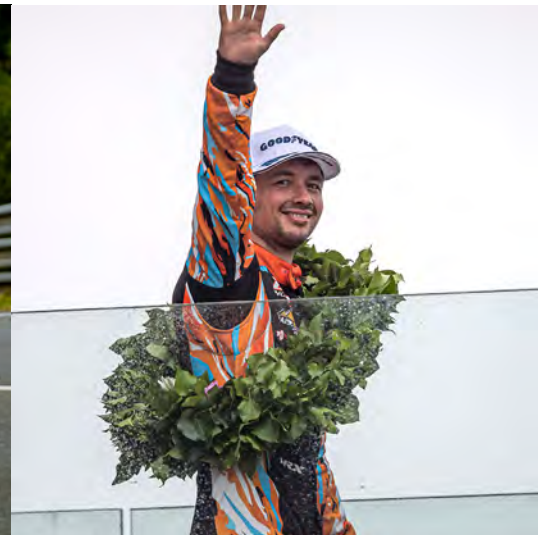
	PREMIUM	POLE	TOP	SPEED	START
Placement on race car	<ul style="list-style-type: none"> Premium placement on car exterior (large areas, both sides) 	<ul style="list-style-type: none"> Pole placement on car exterior (large areas, both sides) 	<ul style="list-style-type: none"> Top placement on car exterior (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

LHÖRR

Be part of the fascination of motor racing...



... with Laurents Hörr in pole position!



LHÖRR



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

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