

Wednesday, 5 April 2023

## Women in Motorsports

### Kessel racing's women's team "Iron Dames"

- All women's racing team was introduced in 2019 for Le Mans 2019
- Rahel Frey (leader), Michelle Gatting, Manuela Gostner
- In honor to the commitment of Kessel Racing and Team Kessel to inclusion policies, our Foundation has decided to celebrate any victory or placement in the first three positions of Team Kessel in the above-mentioned races with a financial contribution to an association, selected by Kessel Racing, dedicated to the support of women in serious financial difficulties or victims of social exclusion.
- Kessel racing promoted the women's team by collaborating with Gc (Guess) watches and launched a new one to promote the team
- Guess is one of the sponsors for Kessel racing
- Sporty glamour two toned ladies time piece
- Most popular name in the motorsports industry
- Kessel is a Ferrari dealer
- All women's team got flashback too. Some people started questioning why all women's? Couldn't they have mingled with the other existing teams?
- Kessel will have crews (included a women-only team) competing in three championships in 2019: the FERRARI CHALLENGE; the EUROPEAN LE MANS SERIES and the GT SPORTS CLUB



- “We want to encourage other young girls, to show them that the sport is not only for men, but also women,” said Michelle Gatting, part of three women in the team taking part in the European Le Mans Series<sup>1</sup>
- “I guess our goal is pretty clear. Yes, we are a female line-up and that brings a lot of attention, but in the end we are racing drivers, competing against other race drivers.”
- They want more young women to get into motorsport, traditionally a male-dominated sport.
- The team, conceived and supported by French driver Deborah Mayer, is aiming to promote equal opportunities, and is working with the FIA Women in Motorsport Commission.
- The program was created in 2009 to support women who are hoping to become drivers, officials, managers and engineers in motorsport.
- I think a great movement has been created with the project, and we want to give female drivers the possibility to compete at a very high level and to having visibility in all over the world to make sure also **young girls could get inspired and interested into motorsport.**”
- The trio coming home in a fighting second position to a dominant Luzich Racing Ferrari which featured the talents of the reigning World GT Champion Alessandro Pier Guidi.
- Result is much more important, it’s the first time that women of this level of professionalism have been given an opportunity to compete in this series in such a good team and in a field of such quality.<sup>2</sup>

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## Drivers

- Rahel Frey, 33, drives for Audi Sport, started go-karting after she was encouraged by her father, who owns a car dealership.
- She previously participated in an all-female team at Le Mans, but all three Fords were forced to retire.
- Third team member Ms Gostner, 35, began racing Ferraris in 2014, joining up with her sister after they were spurred on by seeing their brother and father race.

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<sup>1</sup> [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewjssLL0yJT-AhVD7TgGHcnOD4MQFnoECDwQAQ&url=https://www.standard.co.uk/news/world/meet-the-first-allfemale-team-tackling-the-european-le-mans-series-a4162186.html&usg=AOvVaw1mQwubdJgfWs\\_IxCVjsHg5](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewjssLL0yJT-AhVD7TgGHcnOD4MQFnoECDwQAQ&url=https://www.standard.co.uk/news/world/meet-the-first-allfemale-team-tackling-the-european-le-mans-series-a4162186.html&usg=AOvVaw1mQwubdJgfWs_IxCVjsHg5)

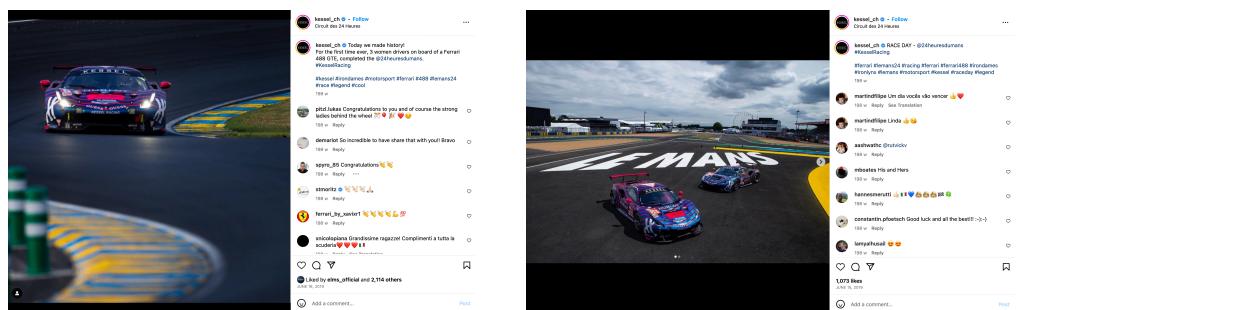
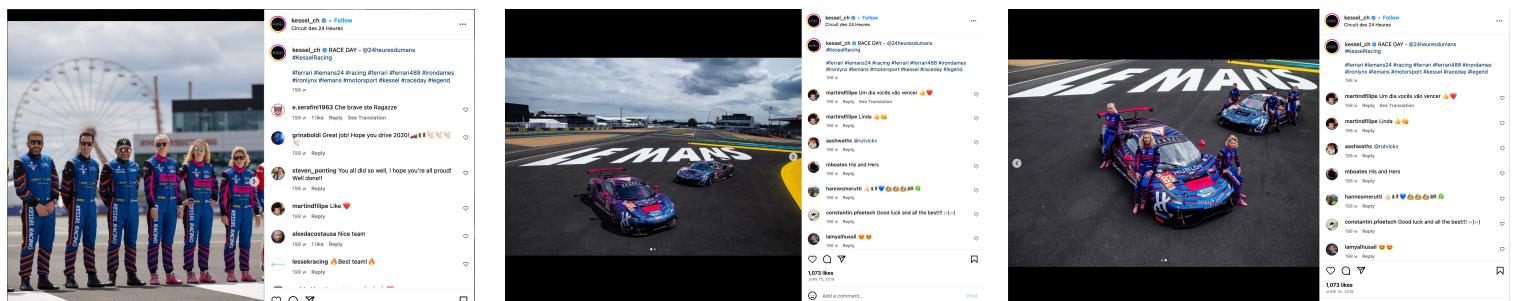
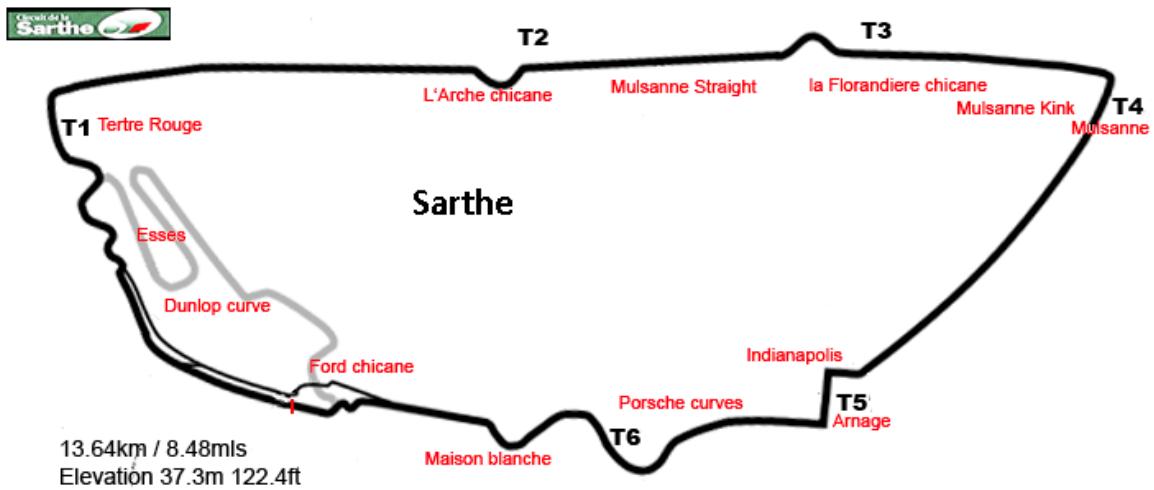
<sup>2</sup> <https://www.dailysportscar.com/2019/04/18/kessels-all-female-trio-starts-their-le-mans-season-very-strongly.html>

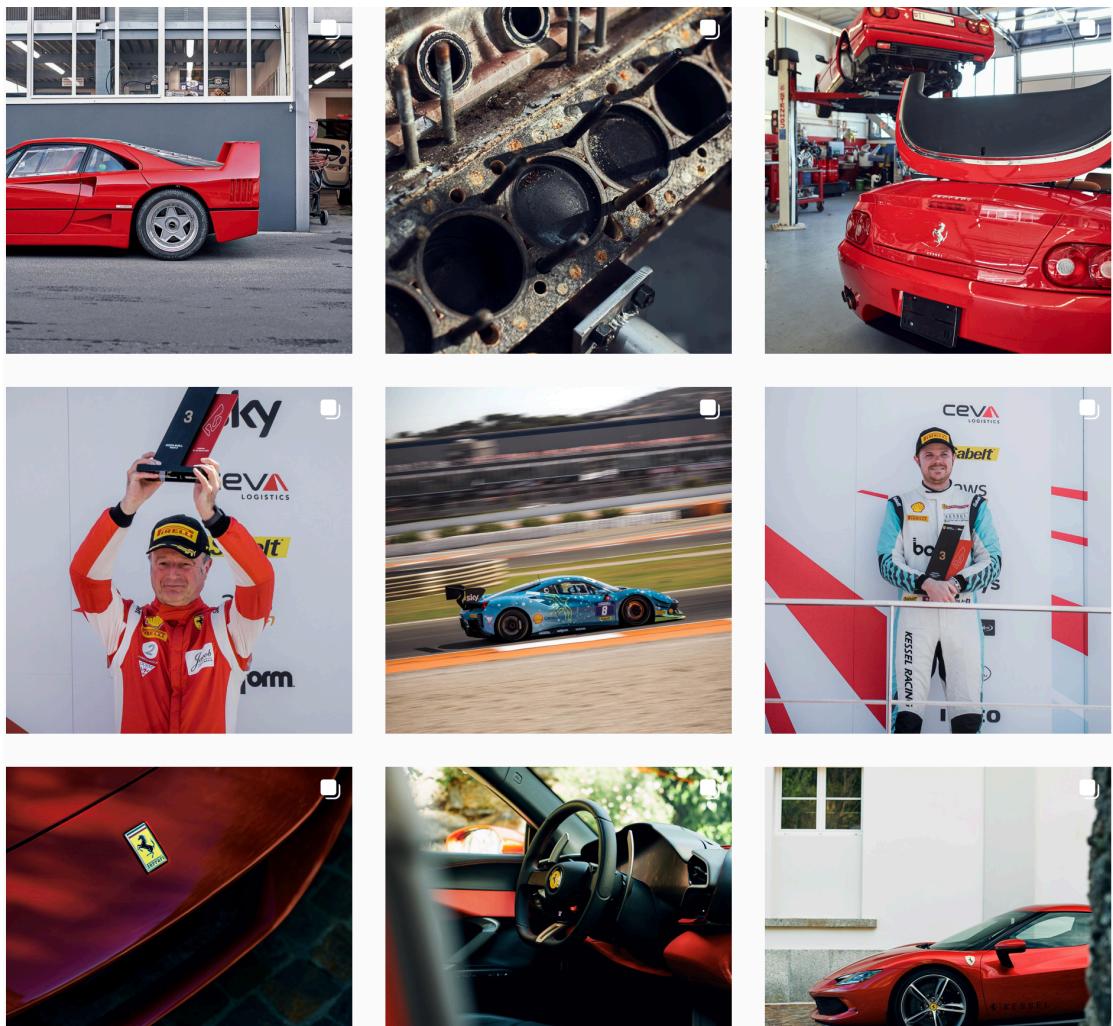
- Ms Gatting, 25, began go-karting aged just eight, and drove in Formula Ford before becoming the first woman to win a race in the Danish Thundersport Championship – the country's biggest motorsport series.

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## What is Le Mans

- 24 hours endurance race organised by FIA
- Organised in Circuit de la Sarthe
- Around 60 cars participate in the race
- There are 4 types of cars that are manufactured for the race, LMP1, LMP2, GTE pro, GTE AM.
- All 4 categories have their own uniqueness and purpose in the race
- For the first time in its history an all female driver line up will enter the European Le Mans Series as a full season entry. Manuela Gostner (Italy), Rahel Frey (Switzerland) and Michelle Gatting (Denmark) will race at the wheel of the n°83 Kessel Racing F488 GTE in 2019 starting at the 4 Hours of Le Castellet in April.
- 11 days event
- 4th day is Practice day
- The Le Mans endurance race is a very long car race that takes place in France. It lasts for 24 hours, which means the drivers have to keep driving their cars for a full day without stopping. The race takes place on a big track that's almost 8.5 miles long, and there are different classes of cars that compete against each other based on their speed and performance.
- The goal of the race is to see which team can complete the most laps within the 24-hour time frame. Drivers take turns driving their cars, with each driver racing for a few hours before switching out with a teammate. The race is very challenging because it requires both speed and endurance from the drivers and their cars, as they must keep going non-stop for a whole day.
- The Le Mans endurance race is considered one of the most prestigious car races in the world and has been held annually since 1923. It attracts top drivers and car manufacturers from around the world who compete for the coveted trophy and bragging rights.





## Kessel Racing with Ferrari Promotional strategy

- Ferrari spends nothing on advertising, everything on the F1 race. They put all their money into the Scuderia Ferrari F1 racing team, knowing that a win in front 500 million viewers each week fuels that desire for the brand.
- A red car is Ferrari
- Red is Ferrari's colour
- Merchandise
- Follows trends on social media
- Consistent colour scheme and maintains a feed
- Uses Ferrari in F1 as a way of promoting

- "She's Fast, She's Fierce" - This poster could feature a dynamic action shot of a female race car driver, with the words "She's Fast, She's Fierce" written in bold letters across the top. The poster could include a short bio of the driver and highlight her accomplishments in the sport.
- This poster could feature a group shot of female drivers from different racing disciplines, with the words "Women in the Driver's Seat" written in bold letters across the top. The poster could highlight the diversity of women in motorsports and the different roles they play in the industry.
- This poster could feature a female driver in action, with the word "Unstoppable" written in bold letters across the top. The poster could highlight the challenges that female drivers have faced in the sport and emphasize their determination and resilience in the face of adversity.





 **IRON DAMES**

