

ETIENNE

CHELI



*Etienne
Cheli*

ROAD TO
24H OF LE MANS



2025 SPONSORSHIP PROPOSAL

ETIENNE CHELI



02

BORN ON 09/02/2001 LIVE IN CHALON-SUR-SAÔNE 

RACING DRIVER

MASTER 2, BUSINESS SCHOOL INSEEC LYON

2013

KARTING
DEBUTS



2018

VICE-CHAMPION X30 SENIOR,
TOP 10 WORLD CHAMPIONSHIP X30 SENIOR



2019

2ND OF VOLANT FEED RACING
OUT OF 50 DRIVERS



FORMULA 4 TESTS
IN FRANCE, ITALY AND SPAIN



2020

FORMULA 4
DEBUT



2021

GT DEBUT,
2 PODIUMS IN 2 RACES



2023

TEST DRIVER FOR TOYOTA GAZOO RACING
EUROPE, FRENCH GT CHAMPION,
4TH EUROPEAN GT4 CHAMPIONSHIP



2024

OFFICIAL DEVELOPMENT DRIVER
TOYOTA GAZOO RACING EUROPE
1 POLE POSITION AND 1 WIN





ETIENNE HAS ALWAYS SHOWN AN INNATE SENSE OF DRIVING.

SINCE HIS TIME AT OUR "VOLANT" AND THEN WHEREVER HE HAS RACED SINCE, HE HAS SHOWN ENORMOUS POTENTIAL, AND HIS SCOPE FOR IMPROVEMENT IS OBVIOUS.

IT WAS OUR DUTY TO FOLLOW HIS CAREER. HE REPRESENTS A HOPE FOR FRENCH MOTORSPORT, AS HIS RESULTS IN 2023 AND 2024 HAVE ONCE AGAIN SHOWN.



JACQUES VILLENEUVE - F1 WORLD CHAMPION



ROAD TO **LE MANS 24H**



04

THE MOST FAMOUS ENDURANCE RACE OF THE WORLD, A WEEK OF ACTIONS,

350 000 + **100 MILLIONS**

SPECTATORS

OF WATCHERS ALL AROUND THE WORLD

JOIN THE PROJECT AND LIVE THE MOST EXCLUSIVE MOTORSPORT EXPERIENCE

TOGETHER WITH **ETIENNE CHELI**



RACING

CAREER PROJECT



AS A RACING DRIVER, MY BIGGEST GOAL IS TO WIN LE MANS 24H.

AFTER WINNING THE FRENCH GT CHAMPIONSHIP, I HAVE GOOD OPPORTUNITIES TO RACE IN THE BIGGEST GT CHAMPIONSHIP : FIA WORLD ENDURANCE CHAMPIONSHIP, EUROPEAN LE MANS SERIES AND GT WORLD CHALLENGE EUROPE.



2025 PROGRAM



06

FIA WEC



1. 28 FEBRUARY QATAR

2. 20 APRIL IMOLA

3. 10 MAY SPA-FRANCORCHAMPS

4. 14/15 JUNE 24 HOURS OF LE MANS

5. 13 JULY SÃO PAULO

6. 07 SEPTEMBER LONE STAR LE MANS

7. 28 SEPTEMBER FUJI

8. 08 NOVEMBER BAHRAIN

GT WORLD CHALLENGE EUROPE



1. 11/13 APRIL PAUL RICARD

2. 03/04 MAY BRANDS HATCH

3. 16/18 MAY ZANDVOORT

4. 30 MAY / 01 JUNE MONZA

5. 26/29 JUNE 24 HOURS DE SPA

6. 18/20 JULY MISANO

7. 01/03 AUGUST MAGNY-COURS

8. 29/31 AUGUST NÜRBURGRING

9. 19/21 SEPTEMBER VALENCIA

10. 10/12 OCTOBER BARCELONA

LEXUS RC F GT3

1300kg
WEIGHT

**6-SPEED
SEQUENTIAL TRANSAXLE**
TRANSMISSION

V8
ENGINE

+550
HORSEPOWER



07

CARS SPECS

BMW M4 GT3

1385kg
WEIGHT

**6-SPEED
SEQUENTIAL GEARBOX**
TRANSMISSION

**3.0L
STRAIGHT SIX**
ENGINE

+590
HORSEPOWER



JOIN THE TEAM



08

BECOME A PARTNER IN MY JOURNEY AND BENEFIT FROM **AMAZING EXPERIENCES**
AND **BUSINESS OPPORTUNITIES.**

RACE VIP EXPERIENCE

TEAM BUILDING

TRACK DAY EXPERIENCE

DRIVING COACHING

BRM WATCH



VISIBILITY

BENEFIT FROM THE MEDIA EXPOSURE OF THE CHAMPIONSHIPS TO DISPLAY YOUR LOGO ON THE CAR OF ETIENNE.

+ 500

MILLIONS REACHED ON SOCIAL MEDIAS



+ 2

MILLIONS OF FOLLOWERS ON SOCIAL MEDIAS

+ 500k

SPECTATORS PER YEAR

GLOBAL TV COVERAGE WORLDWIDE

EUROSPORT

sky

L'EQUIPE 21

beIN SPORTS

AUTOMOTO
LA CHAÎNE

YouTube

CAR



RACE SUIT



HELMET





A graphic element featuring a stylized red 'E' logo on the left. To its right, the name 'Etienne Cheli' is written in a red cursive script. Below this, the number '10' is displayed in white on a dark red background.



CONTACT

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