



FANS HELP MANOR TO MASTER THE WEATHER CONDITIONS AT LE MANS

Race fans using Manor's smartphone app helped the team understand the real-time weather situation during the world's greatest sports car race.

Silverstone, UK

Thursday 30th June, 14:00hrs BST

Whilst Manor driver, Roberto Merhi, was leading the LMP2 category of the famous 24 Hours of Le Mans race, a quiet revolution in how fans and race teams interact with each other was taking place.

Merhi lead the LMP2 race by a sizeable margin during the first few hours of the race, a period where the weather conditions were constantly changing. During that time, the Manor team benefitted by having updates of weather conditions delivered directly into the team's garage from fans around the circuit who were able to provide live-updates of the conditions using the Manor smartphone app that was launched earlier this year.

The app has a feature called "Track-Watch" which allows fans to post live weather forecasts complete with geo-location data to help the team understand the weather situation around the track in real time and the team were delighted to see that fans were making full use of this feature during the race at Le Mans.

The mobile app, which was developed in partnership with technology specialists Inovica, is available for both Apple and Android devices and fans can download it for free from the App Store or Google Play (by searching for Manor Endurance).

Graeme Lowdon, President & Sporting Director, Manor

"It was fascinating to see the Track-Watch function in action at Le mans. We said that we wanted to provide more ways for fans to interact with our team and to do so in innovative ways. This was a brilliant example of that kind of interaction at work. We want fans to be part of the team, getting involved in the racing."

"We will be contacting all the fans who contributed at Le Mans so that we can send them a Manor Endurance T-Shirt as a 'thank-you' gift for the help that they gave us, they are part of the team after all!"

"This is our attempt to be more inclusive and make people really feel a part of what is going on."

Ends

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