

IRON LYNX

RACING WITH FERRARI



## Waiting for Le Mans, the Iron Dames take to the track with other special initiatives.

**A long-awaited decent at Le Mans 2020, a special and renewed sponsorship with Hublot, a brand project focused on *female empowerment* and an upcoming web series showcasing this incredible adventure.**

Just a few days before the historic 24 Heures du Mans race, the Iron Dames are presenting their new projects and, once again, they are ready to write a new chapter in women's motor racing history together with FIA Women In Motorsport. On Saturday 19 September, the Italian Iron Lynx Racing Team will take to the track with three cars: two male and a female line up. **The Iron Dames will proudly return to race at La 24 Heures du Mans with the #85 Ferrari 488.**

Once again, the team's partner will be Hublot, the Swiss luxury watch company founded in 1980 who will sponsor Iron Lynx Motorsport Lab and support it in its challenge. As part of the sponsorship, together with the liveries designed in collaboration with Garage Italia, Hublot will present beautiful and exclusive watches: the **BB Meca-10 Black Magic**, in black ceramic with a matt black dial and sapphire crystal back; the **BB Meca-10 Ceramic Blue**, hand-wound, which contains 223 forged blue ceramic parts with rubber strap in the same colour; the **BB Millennial Pink** - for the Dames - modern and light, made of aluminium, unisex and monochrome material, anodised, satin-finished and coloured in millenary pink. The drivers were thrilled to have such high-performance watches with such a sophisticated design on their wrists.

To support the teams in their race, **La Martina**, will dress the drivers with its shirts, and Sabelt, the leading company in the production of technical material (clothing, seats and accessories) for Motorsport.

However, this year's highly anticipated participation in Le Mans is not the only project in which the Iron Dames want to show their determination and competitiveness. Together with FIA Women In Motorsport, the Dames have launched the "I'm an

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**Iron Dames When"** initiative on social media and see them starting in this unique and universal project advocating equality and independence for women. **The project is dedicated to all women and the new generations, with the aim of inspiring and supporting their dreams and ambitions.** The campaign was designed to allow younger fans to participate in the 24 hours, as the event this year will take place behind closed doors. The contributions made by the users involved will, in fact, accompany the ladies at Le Mans, demonstrating once again that the Iron Dames are not only running for themselves, but for all those women who want to find the strength to realise their ambitions.

Moreover, always with the aim of telling and inspiring an even wider audience, the **exclusive web series** dedicated to them: **"Racing Beyond Limits"** is about to see the light of day. During the six episodes to be launched on their YouTube channel - the incredible story of these women who managed to compete and emerge with their heads held high in one of the most competitive and fascinating competitions in Motorsport: The 24 Hours of Le Mans will be shown in full.

**The series won't just follow the girls' racing season on the track, but will go behind the scenes with a focus on sports performance, athletic preparation and their personal life.**

All the Iron Dames' initiatives will be on their social channels, Facebook, Instagram and YouTube, including their upcoming participation in La 24 Ore di Le Mans: a live social coverage of the entire race is planned.