

LORIGE

PAUL DI RESTA
LORIGE AMBASSADOR

PRESS RELEASE
MAY 2022



© DPPI

PAUL DI RESTA BECOMES THE FIRST LORIGE AMBASSADOR

Former Formula 1 driver Paul Di Resta joins Lorige as ambassador in the context of his program with Peugeot Sport and the 9X8 Hypercar.

After 3 Formula 1 seasons from 2011 and 2013 and 8 DTM seasons including a champion title in 2010, the Scottish driver Paul Di Resta shifts towards Endurance racing and joins United Autosports in 2018. A wise decision as he will win the 2020 24 hours of Le Mans in the LMP2 category against very competitive teams.

THE HYPERCAR CHALLENGE WITH PEUGEOT SPORT

In 2019, as Peugeot announces its arrival in Endurance racing with the stunning 9X8 Hypercar, the drivers lineup has not been unveiled yet. It's a very crucial choice for Peugeot as the drivers have to collaborate and develop with the technical team, the most competitive Hypercar possible and join forces to go for the much desired victories at the highest Endurance category. The choice of Paul Di Resta was not really a surprise for the reason that he is professional, determined and fast, making him the ideal pick to perform during long stints like during the 24 hours of Le Mans.

Based on the first relationship between Paul Di Resta and Lorige with the United Autosports partnership for the BL-Endurance « Bleu 24h » series, naturally the relation became stronger and the Lorige team wished to be on his side for his quest of ultimate performance as a new page of motorsport is being written.

" I have known the Lorige team for a long time now and i'm very happy to be the first ambassador of the brand. From the beginning of the project I have been very enthusiastic because for me it's a wonderful concept to use the brakes of the car I have driven. Being part of the Peugeot 9X8 adventure is already something amazing and on top of that, I have the chance to wear a piece of this superb racing machine at my wrist. Thanks to Lorige, i'm sure to remember my first 9X8 Hypercar track laps for a very long time. "

PAUL DI RESTA

" We are very happy to announce this partnership with Paul, he is very passionate by everything he starts and he is also a very good racing driver, consistent and fast. It's a true pleasure to see him wear the BL-Endurance « Hyperblack » with the case made in the brakes used during the development of the 9X8 Hypercar which Paul drives. The personal link he shares with his watch is for us the most beautiful thing we could wish for. "

EMERIC PARAUD, LORIGE CEO