



## European Quartet - Coverage Confirmed

Despite the current economic climate, Radio Show Limited, the people behind Radio Le Mans can confirm that the remaining four events in the Le Mans Series will have full, live coverage at [www.radiolemans.com](http://www.radiolemans.com)

Le Mans Series debuted on radiolemans.com last season and immediately proved a hit with the audience, attracting over 105,000 listeners for the opening broadcast. In total over half a million tuned in live on line, and by the end of the season there had been over 50,000 downloads of LMS content.

The 2009 coverage has been made possible by an even closer partnership with the Le Mans Series as RSL Managing Director, Eve Hewitt explains. "Last year was all about a showcase of our coverage. We wanted to prove what we could do and how it could benefit the Series as a whole. The Series have been tremendously supportive and have asked us back for the 2009 season. Whilst that that is obviously a great vote of confidence for what Radio Show Limited delivers, it is also a testament to how the Le Mans Series values it's sponsors and competitors and is prepared to invest in giving them the best coverage possible."

The continued importance of sportscar racing and the Le Mans Series is emphasised by a new partner for the RSL coverage. The familiar blue and yellow logo of LOLA is already on the front page of [www.radiolemans.com](http://www.radiolemans.com) as a Le Mans sponsor. The LMS is a natural extension says LOLA's Sam Smith. "Lola has its best entry at Le Mans since 1979 and its best ever in the LMS. Assisting the live coverage of these events is a perfect way to expand the support of our customers' efforts on the International stage. Lola Group is a respected part of the racing community and has a rich tradition in sportscars. Radiolemans.com is our community radio station and we all appreciate and benefit from their professional and passionate approach to the sport, which perfectly mirrors ours."

Eve Hewitt underlines the importance of industry support. "We are delighted with the endorsement that the LOLA agreement represents. This week we expect to conclude negotiations with other partners for LMS and Le Mans."

The RSL team will attend Le Mans Series events for the rest of the season, covering the final practice and qualifying sessions plus the whole race live. Depending on the availability of facilities, early practice sessions may be covered live and race day warm-up will normally be delayed and played out just before the live race build up. All broadcast sessions plus bonus interviews and features will be available to listen on demand or as download podcasts from the LMS section the [www.radiolemans.com](http://www.radiolemans.com) archive.

The broadcasts will begin at Spa, Le Mans Series Round Two, 8-10<sup>th</sup> May and with no Le Mans test day lead presenter John Hindhaugh thinks that it's a perfect place to start the 2009 coverage. "The Spa 1000kms, classic circuit, classic distance and the de facto Le Mans test. How can you not be excited about that! Last season the Ardennes conditions were perfect, but I just have a feeling that being earlier in the year the weather may play a part this time around. "

Additional support for the LMS broadcasts comes from Audi UK, Official Travel Partner Travel Destinations and Dailysportscar.com

For enquiries, sponsorship opportunities or information on LMS, Le Mans and other live broadcasts email [info@radiolemans.com](mailto:info@radiolemans.com)