Beat: Entertainment

"THE M24" - MUSEUM OF MOTORSPORT WILL OPEN ITS DOORS ON MAY 28, 2026

LE MANS MUSEUM WILL BECOME "THE M24"

PARIS - LE MANS, 10.02.2026, 07:33 Time

USPA NEWS - At the Rétromobile Show, the "Automobile Club de l'Ouest" (ACO) and Richard Mille unveiled a Major Transformation: The 24 Hours of "Le Mans Museum" will become "The M24 - Museum of Motorsport" in May 2026...

At the Rétromobile Show, the "Automobile Club de l'Ouest" (ACO) and Richard Mille unveiled a Major Transformation: The 24 Hours of "Le Mans Museum" will become "The M24 - Museum of Motorsport" in May 2026. A Completely Redesigned Space, conceived as a Cultural and Emotional Experience, to tell the Story, Influence, and Future of Motorsport Worldwide.

Presented by Pierre Fillon, President of the ACO, alongside Richard Mille, Fabrice Bourrigaud, ACO Director of Culture & Heritage, and Frédéric Audevard, the Project's Architect, and in the Presence of Mohammed Ben Sulayem, President of the "Fédération Internationale de l'Automobile" (FIA), the M24 marks a Turning Point in the Way the Legacy of Le Mans and, more Broadly, the Epic Story of Motorsport are passed on.

"The M24 was born from a Twofold Observation: that of a Heritage Absolutely Unique in the World, and that of a New Expectation from the Public. Today, People no longer just come to 'see' Cars Lined Up. They want to understand, feel, immerse Themselves. They want to experience a Story. The M24 was born from this Encounter between Heritage and the Future." - Pierre Fillon

- A Museum designed as an Experience

Born from the Partnership established in 2022 between the ACO and Richard Mille Within the MACO Company, the M24 continues a Museum History that began in 1961, then was Profoundly Renewed in 1991.

With a Surface Area increased to 8,600 m^2, the Future Museum aims to become an International Benchmark in the Field of Automotive Heritage, while preserving the Unique DNA of the 24 Hours of Le Mans.

The M24 is based on a Strong Conviction: History is Only Fully Transmitted through Experience. Here, it's not about Lining Up Cars in Display Cases, but about Telling the Story they embody: Human Destinies, Technological Gambles, Moments of Grace, Major Turning Points in the History of Sport and Society.

"Le Mans is not just a Race, it's a Living Myth, a Human and Technological Story Unique in the World. The M24 doesn't look back on the Past with Nostalgia, but with Ambition: to create a Dialogue between Heritage and the Future." - Richard Mille

- An Exceptional Heritage brought to Life

The M24 draws on One of the Richest Collections in the World of Motorsport: Legendary Cars, Unique Prototypes, Rare Objects, and Invaluable Archives covering more than a Century of History. More than 120 Vehicles will be On Display, as well as Exceptional Pieces, such as the Racing Suit worn by Ayrton Senna, revealed at the Press Conference.

- The Scenography, designed by Raphaël Daguet, offers an Immersive Journey in Two Main Parts:
* A Space dedicated to the Epic Story of the 24 Hours of Le Mans
* A Second dedicated to Other Great Le Mans Races and Endurance Racing, the Backbone of the Narrative: Formula 1, Rallying, Rally-Raid, IndyCar, and American Culture.

Sounds, Pictures, Interactive Features and Human Accounts whisk the Visitor “Into The Race”. Each Car is an Entry Point to a Different Era and Adventure: from the 1924 Le Mans-Winning Bentley 3 Litre to the 1965 Ford GT40, from the Matra 670B to Contemporary Hypercars, from the Ferrari F2002 driven by Michael Schumacher to the Lancia Stratos, Icon of the Rally World.

"The Idea is not to add up Cars, but to tell Stories. To stage Exceptional Vehicles like Works Of Art, to evoke Emotion, Curiosity, and Wonder." - Richard Mille

- Architecture at the Service of Emotion

Designed by Frédéric Audevard, the Building combines Tradition and Innovation. The Extension draws Inspiration from the Automotive World – Aluminum, Fluid Lines, Circulation Evoking Aerodynamics – while leaving Ample Room for Natural Light, a Key Element in Showcasing the Collections.

Conceived from the Outset with a Responsible Approach, the Project incorporates a Green Roof, Optimized Rainwater Management, and Sustainable Materials. Its Construction involves 23 Companies, Mostly Local, promoting Sarthe Expertise and contributing directly to the Local Economy.

- A Living Museum, Constantly Evolving. The M24 will be a Museum In Motion.

It will Regularly welcome New Pieces, notably from Exceptional Loans from Manufacturers and International Institutions, such as the Porsche 959 that won the 1986 Dakar Rally, on Loan from the Porsche Museum, and will offer approximately Two Temporary Exhibitions Per Year.

The Objective is Clear: to exceed 300,000 Visitors Annually in the First Few Years and to make the M24 a Leading Cultural and Tourist Destination in Europe.
Thanks to its Modular Spaces, Equipped Rooms, and Bright, Airy Spaces, the M24 will also become the New Benchmark B2B Venue for the 24 Hours of Le Mans Circuit: Seminars, Conferences, Training Sessions, and Tailor-Made Events, in the Heart of the Legendary Site.

With the M24, the ACO and its Partners are creating a Unique Place: a Museum that fosters a Dialogue between Memory and Innovation, Heritage and Emotion, the Past and Future of Motorsport. This Ambition is already shared by Partners committed to the Project since its Inception. At this Press Conference, Four (4) M24 Partners were revealed: Rolex, Goodyear, CA Mobility, and Michelin.

Their Presence illustrates the Cultural Reach of the M24 and the Project's Ability to unite the Most Iconic Players in Motorsport around a Common Vision: to transmit, inspire, and promote the History of Motorsport to Present and Future Generations.

- L'Automobile Club de l'Ouest (ACO) was founded in 1906 and is Behind the Creation and Organisation of Major Car Races: The First Grand Prix ever in 1906, then the 24 Hours of Le Mans starting in 1923. ACO has also been organising and promoting the Fédération Internationale de l'Automobile World Endurance Championship (FIA WEC) since 2012 and has created Continental Series too: The European Le Mans Series (2004) and the Asian Le Mans Series (2013). On Its Circuits at Le Mans, ACO organises The 24 Heures Motos Bike Race, The 24 Hours Karting, the 24 Heures Camions Truck Race and The Grand Prix de France Moto Bike Racing Event…

Source: Press Conference @ The Rétromobile show (Porte De Versailles - Paris)
On Wednesday, January 28, 2026
With the Presence of:
* Pierre FILLON - President of the ACO
* Mohammed BEN SULAYEM, President of Fédération Internationale de l'Automobile (FIA)
* Richard MILLE
* Fabrice BOURRIGAUD - ACO Director of Culture & Heritage
* Frédéric Audevard - The Project's Architect

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/
* Mohammed Ben Sulayem - President of the Fédération Internationale de l'Automobile (FIA)

Article online:
https://www.uspa24.com/bericht-26513/the-m24-museum-of-motorsport-wlll-open-lts-doors-on-may-28-2026.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619