



My story

From a four-year-old in a kart to **smashing limits** in elite LMP3 prototypes by sixteen, my life has been defined by rapid, high-pressure adaptation. Guided by **three-time** Le Mans winner **Marco Werner**, my ultimate mission is written in stone: become one of the best drivers and conquer the legendary **24 Hours of Le Mans**.

Every ounce of my discipline, resilience, and raw speed is fueled by this lifelong **obsession** with the track. This is my trajectory. Join my team, and let's turn this elite ambition into **shared victory**!

Become part of the journey

1 BRAND VISIBILITY



- CAR BRANDING
- RACE SUIT
- MEDIA EXPOSURE

2 DIGITAL ACTIVATION



- SOCIAL MEDIA CAMPAIGNS
- BRANDED CONTENT
- STORYTELLING

3 CORPORATE ENGAGEMENT



- DRIVER APPEARANCES
- COMPANY EVENTS
- TEAM INSPIRATION

4 RECRUITMENT & EMPLOYER BRANDING



- ATTRACT TALENT
- EMPLOYER IMAGE
- YOUTHFUL POSITIONING

5 PRODUCT PROMOTION



- PRODUCT PLACEMENT
- CAMPAIGN INTEGRATION
- LIFESTYLE BRANDING

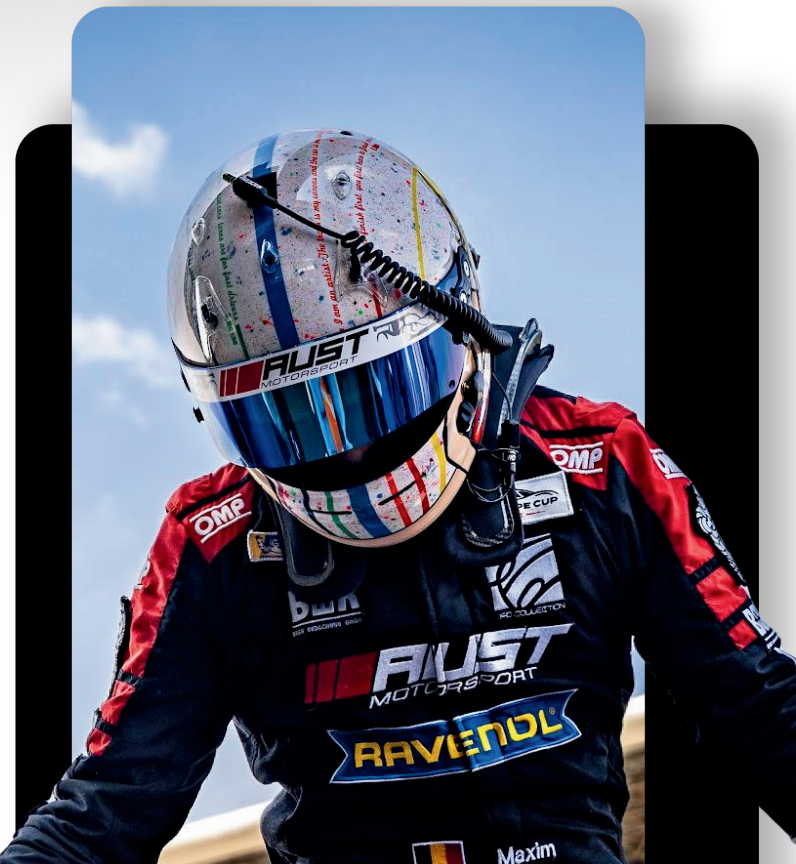
6 B2B NETWORKING



- CLIENT MEETINGS
- BUSINESS RELATIONSHIPS
- NETWORKING EVENTS



MAXIM DIRICKX



Want to team up?

Reach out and let's talk business.

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Destination:

Victory at
**Le Mans
24h**



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MICHELIN Le Mans Cup



 **MICHELIN**
LE MANS CUP



45

Entries with 30 teams

>31mil. **>1mil.**

Total views

Social media interactions

100+

Countries reached through broadcast

±350k

Visitors at the Le Mans race

290k

Followers across all platforms



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Business in Motorsport

More than simply logo placement



BUILD RELATIONSHIPS

Hospitality experiences create valuable opportunities to strengthen relationships with both new and existing clients. **Shared moments** at race events **foster trust** and long-term business connections and create lasting impressions to **elevate** how clients perceive your brand.



BRAND AWARENESS

The grid represents 24 nations with a core european footprint. With the launch of **FIAWEC+**, North American viewership is experiencing **large growth** spikes. Help your brand reach new audiences and stay **top-of-mind** in a competitive market.



Current partners



Why me?

I don't just chase checkered flags—I build powerful corporate alliances. I am a fierce athlete and an elite asset to companies looking to **dominate globally**. Let's fuel this high-speed trajectory together. Join my team, and let's turn elite ambition into shared **victory!**



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