



Two Up Front Stages Impressive Le Mans Team Launch

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([PRWEB](#)) July 1, 2005 -- Leading sports publishing and PR firm TWO UP FRONT today staged a spectacular launch for Noble Group-GruppeM Racing's Hong Kong's first ever Le Mans 24 Hours team.

Highlight of the launch held at one of Hong Kong's trendiest nightspots, 1/5 club was the unveiling of the team's race car, a Porsche GT3 RSR with Hong Kong's red and white bauhinia emblem emblazoned on its roof.

The launch began with a press conference hosted by leading Hong Kong radio personality Phil Whelan and attended by dozens of media from TV, radio, newspapers and specialist magazines.

The press conference began with a large-screen video highlighting Porsche's impressive record at Le Mans before Noble Group-GruppeM Racing's two drivers, Matthew Marsh and Darryl O'Young, entered from a side door and strode to the stage amid lights and rock music.

After an entertaining question and answer session, the drivers and media stepped outside to watch team promotion girls unveil the Porsche before a crowd of onlookers. Marsh and O'Young posed for photos with the car and then conducted TV interviews.

The press conference was followed by a VIP cocktail party at 1/5 attended by nearly 300 guests, including corporate leaders, sponsors, celebrity supporters and sports stars, who mingled and chatted while Steve McQueen's classic movie 'Le Mans' played silently on a giant screen.

The launch was an amazing success, said TWO UP FRONT's editorial director, Niall Donnelly. It was all down to teamwork, with many organisations lending a hand. We'd like to thank everyone who helped, in particular the Hong Kong Automobile Association, which obtained permission from various government departments and the police to station the car outside 1/5 and transported it to and from the venue.

Hong Kong-based TWO UP FRONT beat off intense competition last April to win the contract to handle public relations on behalf of Noble Group-GruppeM Racing.

The company immediately commenced a sustained media campaign that garnered worldwide coverage for the team. News stories included: the announcement of the Le Mans project; backing for the team from high-profile international racing personalities; and the announcement of team drivers. Features about Marsh, O'Young and the team's backers have also appeared in newspapers and magazines.

The Le Mans project marks the first time that a car owned and sponsored by Hong Kong companies and piloted by Hong Kong drivers has attempted to enter the world's greatest endurance race.

Noble Group-GruppeM Racing will take part in four races in Europe this year as part of the Le Mans Endurance Series and will almost certainly also take part in the China leg of the FIA GT Championship at



Zhuhai in October. These races will be followed by a trip to Florida next March for the 12 Hours of Sebring race. Good results will be enough to secure an invitation to the Le Mans 24 Hours in June 2006.

The Le Mans project adds to TWO UP FRONT's impressive public relations portfolio which includes the China Open tennis tournament, Hong Kong Tens rugby, and the Hong Kong Open golf tournament.

TWO UP FRONT's publishing ventures include: the official souvenir programme and pocket guide for the Rugby World Cup Sevens 2005; Rugby Talk (the official magazine of the Hong Kong Rugby Football Union); and the programme for the Chevalier ATP Champions Tour Hong Kong 2005 tennis tournament.

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