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## **A World-Class Motorsport and Hospitality Destination Takes Shape at Nevers Magny-Cours**

A new chapter begins for French motorsport heritage and hospitality as Courbet Heritage announces the official signature of the long-term lease with the Conseil Départemental de la Nièvre, deal agreed upon in March 2025, at the legendary Nevers-Magny-Cours track. This agreement paves the way for the creation of a unique motorsport and hospitality destination, set to attract racing enthusiasts and travelers from all around the world.

### **A Destination Rooted in French Motorsport Heritage**

The French Grand Prix, with its 62 editions in the history of Formula 1, remains a symbol of automotive passion and innovation. As Formula 1 gains momentum globally, bolstered by the current Formula 1 film starring Brad Pitt, this project aims to capture the imagination of fans worldwide, transforming Magny-Cours into a world jewel of motorsport and hospitality next to an iconic track.

Today, there are over 1 billion motor sports enthusiasts worldwide, with a strong rejuvenation and feminization of what was originally a very masculine passion. Driven by Formula 1, the motorsports industry is one of the most advanced in terms of technology and sponsorship, with a market size in excess of €30 billion a year. This booming, decorrelated market is set to reach €80 billion within 10 years, driven not only by the United States but also by the Middle East and Asia.

In addition to the circuit's 300 days of privatization per year, this global phenomenon will attract a new, even more international clientele, to the Nièvre region, who didn't come to the circuit in the days of the French GP, but also because of the lack of hospitality offer in the surrounding area.

### **A new vision of hospitality directly on the track**

At the heart of this vision is hospitality that celebrates the spirit of motorsport while creating a welcoming destination for all guests. The project will feature two hotels:

- A 3-star lifestyle hotel, offering vibrant, design-forward stays for trackside travelers, families, and motorsport fans.



- A 5-star luxury hotel with a large spa focused on longevity, wellness and recovery, providing a refined haven with magical rooftop views over the circuit and surrounding countryside.

In addition, to support the local and thriving economic environment, the project includes an “Extended stay” offer, encouraging guests to spend more time in the region while supporting local businesses and creating sustainable local employment for the dynamic technopole around the track.

Discussions are already underway with various hotel brands, automotive brands and motorsports sponsors to brand spaces, suites and even hotels, along the lines of what was recently done by McLaren.

An innovative and experiential F&B program will offer culinary concepts inspired by the world of motorsports and local « Charolais » meat, as well as exceptional rooftops, enriching the local hospitality offer throughout the year. Courbet Héritage aims to create “THE new place to be and THE new place to eat”. Today, internationally renowned F&B brands are dreaming about motorsports and its attractiveness, increasingly glamorous around the globe.

Today, we're taking our inspiration from Silverstone and the US, to make the Nevers-Magny-Cours circuit a unique destination, where people come for the circuit, the golf, the spa, the restaurants and the magnificent Morvan region. The four-lane N7 now offers a new flow of customers, increased visibility and ever easier access to the circuit, which is easily accessible from Paris, the East or the South of France. A circuit is like a golf course: it's first and foremost a design, a unique layout that must go down in history. In this respect, the Magny-Cours circuit is an icon, a symbol on which every driver must ride at least once in his or her life!

### **A new vision of Entertainment and Experience inspired by the worldwide successes**

The destination will feature immersive entertainment and experiences rooted in motorsport culture, including:

- A fully immersive installation projecting spectators right into the heart of the historic Grands Prix de France and the greatest racing facts between the titans of Formula 1, in the spirit of what is done at the “Grotte Chauvet” or the “Atelier des Lumières” in Paris, celebrating French creativity.
- Formula 1 sim-racing experiences to bring the thrill of the track to guests of all ages.
- Access to exclusive motorsport events and curated activities that deepen the connection to racing culture.
- Access to world-famous racing brands like Alpine, Red Bull, Ferrari, McLaren, Aston Martin and more.



## An ambitious project to reenchant a magical destination

Courbet Héritage is first and foremost the real estate development of a themed hotel business, built always around a unique infrastructure that is impossible to replicate. It's turn-around and value-add real estate, in uncorrelated markets, aimed at a targeted clientele, like the enthusiasts and active players in the motor sports industry in Magny-Cours.

"This project, which represents an investment of € 25M for its first phase and a targeted IRR of 25%, will create a unique and exceptional destination for motorsports enthusiasts from around the world, while generating concrete opportunities for local communities," says Jean-François OTT, CEO of Courbet Heritage. "This project combines the magic of motorsports, immersive entertainment and French hospitality in a way that honors the legacy of Magny-Cours, while propelling it into the future. We are delighted with this partnership with the Conseil Départemental and local authorities, which will enhance the attractiveness of the region".

Construction is set to begin in 2026, with an anticipated opening in 2028. The project is positioned to attract motorsport fans, families, and corporate groups, offering an unmatched blend of racing culture, experience-driven travel, and elevated hospitality.

The ambition of Courbet Heritage is to create THE future motorsport destination, attracting people from all around the world, people dreaming of that brand new experiential destination. At the same time, Courbet Héritage is betting on the return of an F1 Grand Prix to the Nevers-Magny-Cours circuit by 2030.

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Press contact

[contact@courbetsa.com](mailto:contact@courbetsa.com)

### **About Courbet Héritage**

*Courbet Héritage, a listed company specializing in real estate development and the management of hospitality and real estate assets, stands out for its strategic commitment to long-term investments, typically spanning 5 to 10 years, with a primary focus on the tourism accommodation sector. Specializing in the renovation and repositioning of assets, Courbet Héritage executes its investments either directly or through strategic partnerships. The company's mission is to enhance tourist destinations and preserve French heritage, thereby actively contributing to the national tourism economy.*

*Listed on Euronext Access (ISIN: FR0004998318 – MLCOU), Courbet Héritage positions itself as an attractive investment opportunity for those seeking to engage with a company that embraces a sustainable and profitable approach to the real estate sector. Financial transparency and robust governance lie at the heart of Courbet Héritage's commitment to its investors and partners.*