

# Freddie Hunt



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**Professional Racing Driver &  
Son of Formula One World Champion: James Hunt**



LIKE FATHER,  
LIKE SON.



## Keeping the Hunt "legacy" alive

Freddie Hunt is a racing driver with successful roots: he's the son of Formula 1 legend and 1976 world champion James Hunt.

After three years in the sport and under mounting pressure to perform, he hung up his helmet in 2009 and left the car world behind.

But today, he's back on track, with a different attitude and the goal of winning the world's most famous endurance race - the 24H of Le Mans.

The time is now to follow in his famous father's footsteps.

In a mission to keep the Hunt legacy alive he and his brother build the James Hunt Foundation which saw collaborations with major brands such as Belstaff, Tag Heuer and Texaco, to celebrate the 40th anniversary of their father's world championship with limited editions and special James Hunt Collections.



# His Story



Freddie Hunt was born on June 28th 1987 and is the son of Formula One World Champion James Hunt and Sarah Lomax.

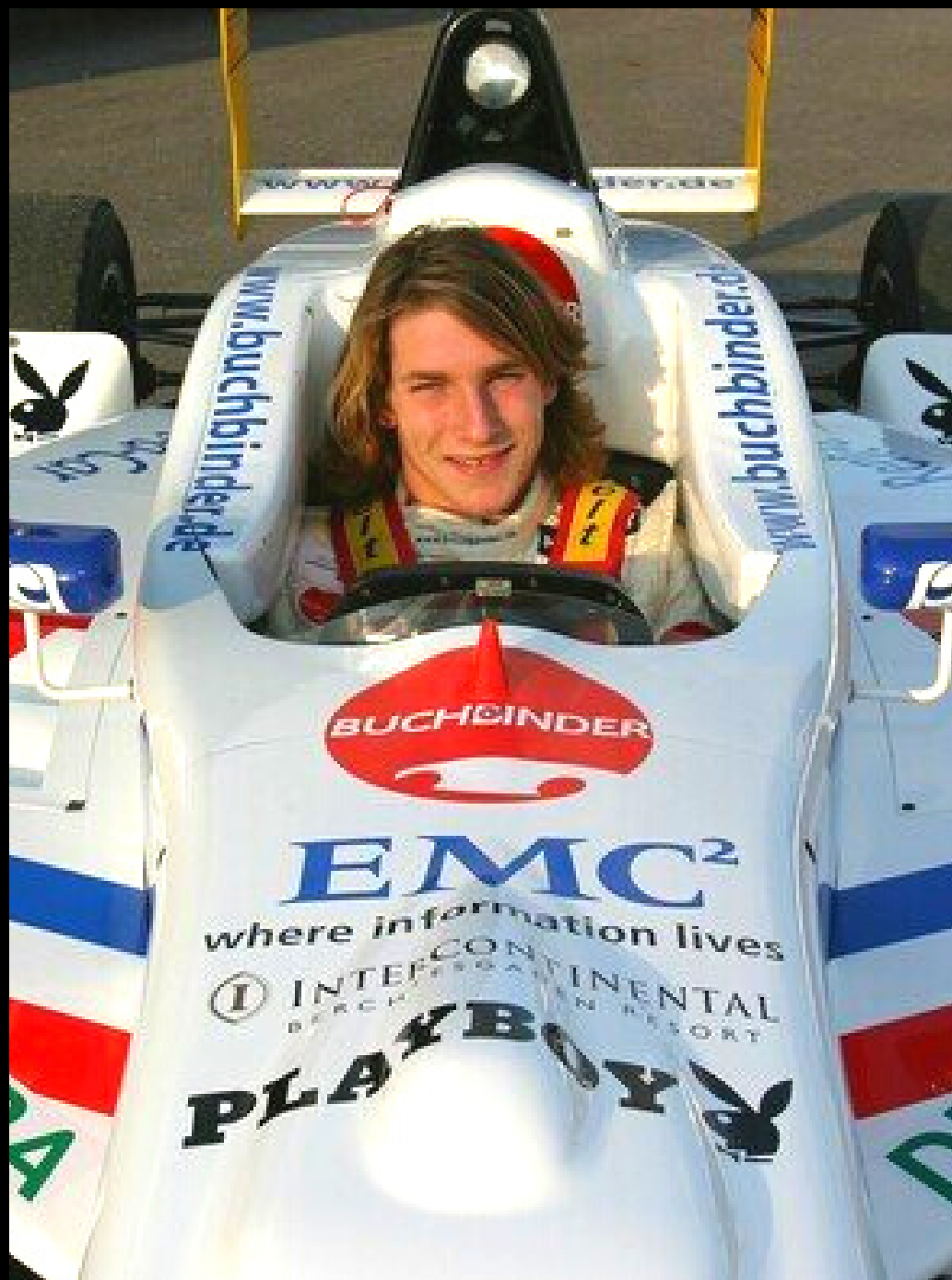
He was breathing the air of Formula 1 Racing as a young boy when his father took him to the Grand Prix until he passed away when Freddie was only 6 years old.

His mother, came from a horse racing background with his grandmother being the first woman ever to hold a racehorse training license and the first woman to train a winner at Royal Ascot.

Raised by his mother, it was natural for Freddie to pursue a professional career in equine sports.

At the age of 13 he first tried his hand in Polo and turned professional a little later. Polo took him to Argentina where he would spend many months .

He proceeded as a Polo pro until the age of 18 when he was finally introduced to motorsport.



He began a motor racing career in 2007, with Formula Ford GB and ADAC Formula Masters.

But during the 2009 season he decided to take a break due to the pressures that come with carrying such a big name.

He returned to Argentina to pursue his passion for wildlife, outdoor adventuring and farm life while connecting one more time with Polo.

Over the following years he took on several wildlife observations jobs and spend weeks at a time alone in the wilderness .

These were his times of growth and reflection due to the extreme conditions, which forced him to push himself to his physical and mental limits.

His passion for wildlife took him on various adventure trips around the world including volunteer work.

Following an invite to a race in Buenos Aires he decided to return to motorsport.





2015 to 2018, Freddie dabbled in various forms of motorsport, including the Renault UK Clio Cup, Pirelli World Challenge and NASCAR Euro Series.

Notably, an assault on the 2017 24H Series yielded a race win at Circuit of the Americas, and that result was followed by a highly successful LMP3 debut in the VdeV Endurance Series, where he finished 2nd in class and 6th overall.

2019, Freddie gave his debut in the Michelin Le Mans Cup's 'Road to Le Mans', which runs in support of the 24 Hours of Le Mans.

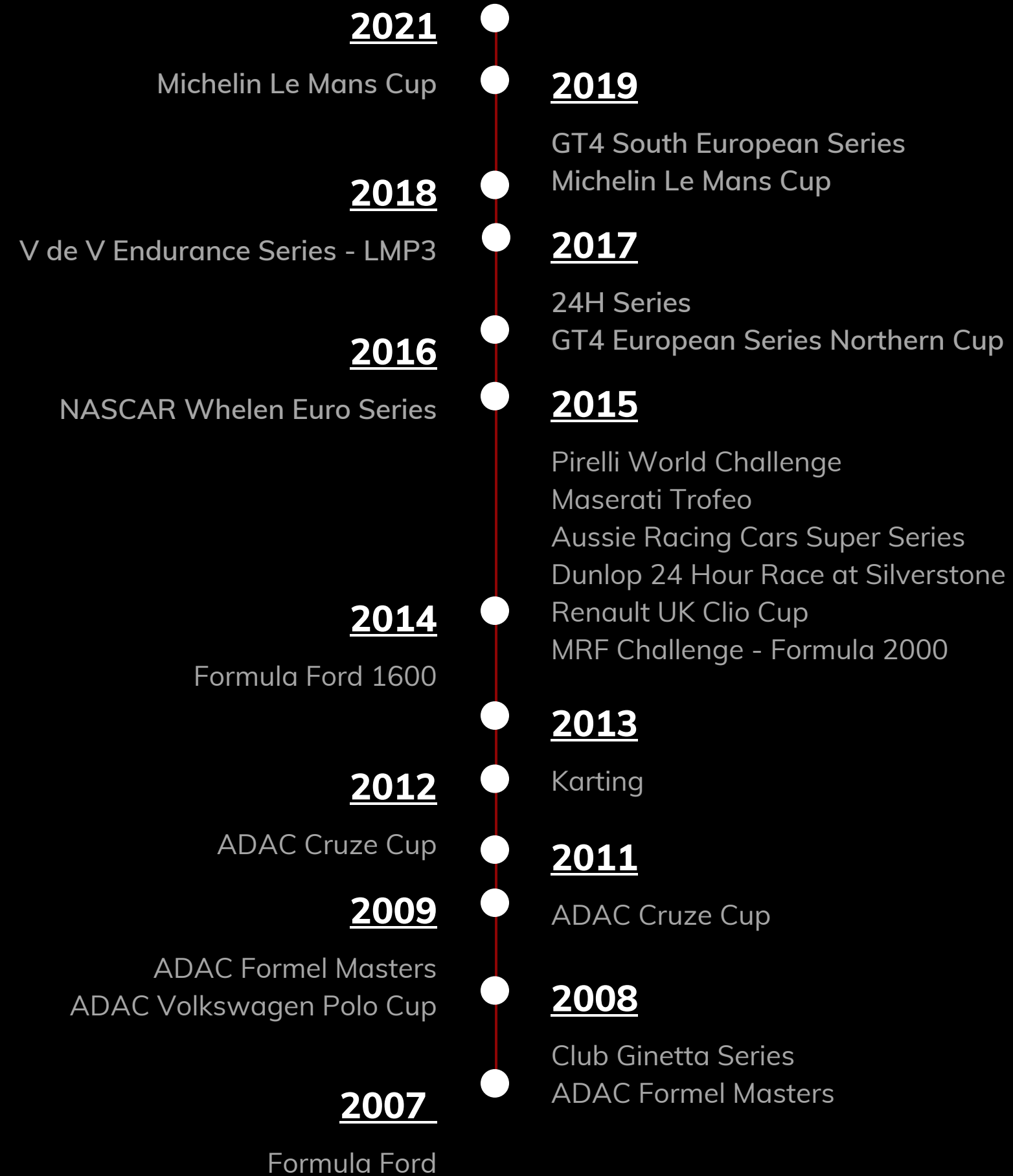
In 2021 he was announced as the F1 Fragrances Ambassador.

Freddie's plans for the future are to continue in racing and wildlife with a life full of adrenaline and contrasts.

It looks like Freddie is not only on the outside a carbon copy of his famous father

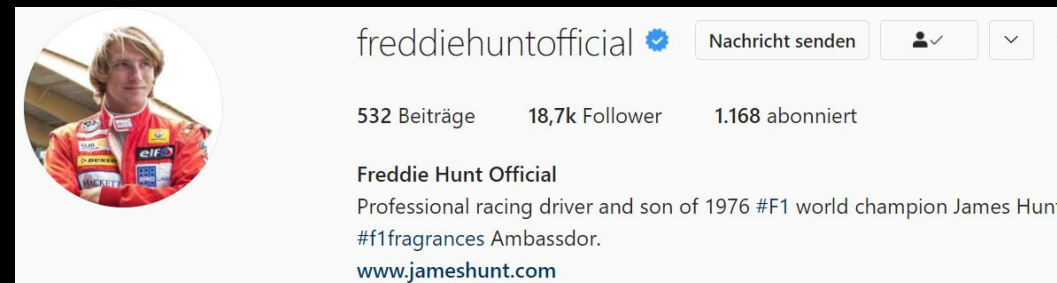
but also on the inside, following his footsteps with the same spirit - living an authentic life which knows no limits.

# Racing Career Details




# Social Media

Freddie has garnered a large social media following, and with control of the official James Hunt digital platforms, he has direct access to over 328.000 racing fans.



## Freddie Hunt

**Facebook Page**  
 @huntofficial  
23.600 followers


**Instagram**  
 @freddiehuntofficial  
18.700 followers

**Twitter**  
 @freddiehunt76  
9.980 followers



## James Hunt

**Facebook Page**  
 @JamesHuntFoundation  
244.630 followers

**Instagram**  
 @jameshuntfoundation  
31.300 followers



# Media

Freddie Hunt provides brands with a direct link to James Hunt, unquestionably one of the greatest and most charismatic sporting icons of all time.



### GENTLEMAN'S JOURNAL

LATEST EDITORIAL PODCASTS VIDEO HOUSE NOTES HORIZONS X GJ SHOP GJ SESSIONS JOIN THE CLUB

**F**ollowing in the footsteps of his father, Freddie Hunt is carving his own career in the world of racing. Almost a carbon copy of his late father, the 1976 Formula One World Champion James Hunt – the poster boy of racing's heyday, when it was all about glamour, danger, sex and glory. Among his many accolades, James Hunt claimed to have bed almost 5,000 women and was, without a doubt, the heart-throb of the racing world during the late 70s. But that was his father, and this is Freddie, the resemblance may be uncanny, but the story is not.

During his late teens, Freddie tried to force his own path in the snort and whilst



## Hunt jr. ribelle come papà

INTERVISTA AL FIGLIO DI JAMES HUNT. UN RISPONTO ALL'IMPERO SINGOLO DI ABBINE UN COGNOME - CHE PER METE TOTTICHE - FINEZIOLE, SI TRACCONTO SENZA FARE IL SOGGNO DI CORRERE A LE MANI

**F.HUNT**

## Rising son

Four decades after his father's final triumph, the younger son of the British racing legend is set to make his own mark.

## MY STYLE

Racing driver and son of Formula One legend James, Freddie Hunt is on track for a fashionable fresh.

**Simon Webb**

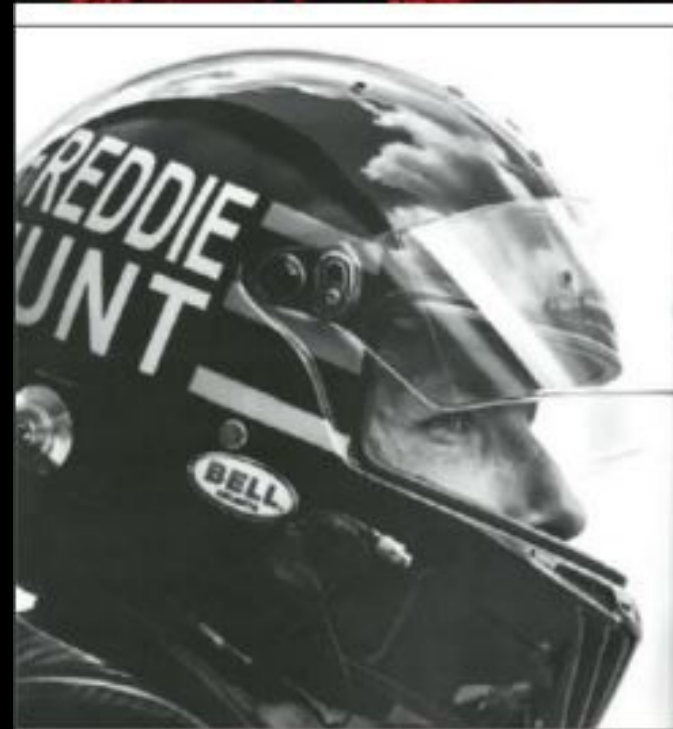
**Watches**

**Shirts**

**Trainers**

**Shoes**





## THRILL OF THE HUNT

JAMES HUNT WAS A PLAYBOY, RACER AND ONE OF THE KING'S DRIVERS — NO WONDER HIS SON, FREDDIE, IS FOLLOWING IN HIS FOOTSTEPS. HE TELLS **NEW** **WINGSTANLEY** ABOUT LIFE ON THE RACE LANE

**Y**OU CAN SEE THE excitement in his eyes as he describes the thrill of racing. He can't wait to tell you about the time he won the 1976 British Grand Prix. He's a playboy, a racer and one of the King's drivers. He's James Hunt, the son of a racing legend.

When you think of the excitement and thrill of racing, you think of James Hunt. He's a playboy, a racer and one of the King's drivers. He's James Hunt, the son of a racing legend.

**L**L I'VE CRASHED DOZENS OF TIMES AND THE ONLY THING I'VE REGRETTED IS NOT DRIVING.





# The Michelin Le Mans Cup



## World-Class Sport, Worldwide Coverage

Derived by the Automobile Club de l'Ouest (ACO), is reserved for LMP3 prototypes and GT3-spec sportscars and centres around Bronze category 'gentlemen' drivers, who are partnered with more experienced Silver racers.

The Le Mans Cup runs in tandem with the European Le Mans Series (ELMS) but also boasts a coveted slot on the support bill for the 24 Hours of Le Mans, with the blue riband 'Road to Le Mans' week consisting of a pair of one-hour free practice sessions, a 30-minute qualifying session and two one-hour races.



# Calendar

## Le Mans Cup



# The Reach

## Le Mans Cup



### Le Mans Cup

Instagram



@lemanscup

20.500 followers

Facebook



@GT3LeMansCup

14.173 followers

Twitter



@LeMansCup

4.800 followers

YouTube



Le Mans Cup

10.000 subscribers

### TELEVISION

- 39 International TV Networks
- 134 Countries

### PAN-EUROPEAN BROADCASTS

- 59.5 Hours Highlights
- 22.5 Hours Live Streaming





# Reiter Engineering

- Established in 2000
- Kirchanschöring, Southern Germany (Bavaria)
- 50 employees: race engineers, data-logging specialists and race mechanics
- First Lamborghini race care manufacturer
- Race Team Division and Engineering Unit
- Operates globally with a strong Focus on Europe, America and Asia



# The Team



## Social Media



Facebook Page

@reiterengineering  
101.415 followers



Instagram

@reiterengineering  
5.060 followers



YouTube

@Reiterengineering-motorsport  
1.910 followers

The REITER Engineering racing team has been successful on national and international race tracks for 20 years now.

We use our specially developed racing cars such as the Lamborghini Gallardo GT3, SaReNi Camaro GT3 or the KTM XBOW GT4/ GTX/ GT2 and support customers worldwide.

Our experience is shaped by numerous appearances in racing series such as the FIA GT1 World Championship, ADAC GT Masters, Blancpain GT Series or 24h - Le Mans, through which we can look back on a long history of over 750 podium places, 300 pole positions and around 320 victories.

We are team, production and know-how factory in one and are happy to support you with our competence. Our offer covers a wide range of services from driver and vehicle support to technical service including construction, maintenance, development, preparation and transport of racing cars.

For 2022 we want to start into new challenges and aim for our first victories in the highly competitive Le Mans Cup with our brand new Ligier JS P3 (LMP3).





# Sponsoring

## **Speed, Glamour and Excitement;**

these qualities make motor racing an attractive addition to any brand's marketing strategy, and as one of motorsport's most recognisable names, there is no driver outside of F1 who creates as much anticipation as Freddie Hunt.

Freddie has raced internationally for some of the world's biggest automotive manufacturers, including Jaguar, Maserati and Hyundai, and, away from the racetrack, he has represented a wide array of high-profile brands, such as TAG Heuer, Belstaff, Hackett, Chevron and McLaren.

The 24 Hours of Le Mans-supporting Michelin Le Mans Cup is a particularly effective marketing and promotional platform, and Freddie is offering companies opportunities to achieve measurable, sustainable business growth, raise awareness, increase reach and engagement, showcase products and services, tap into a new network and reward loyal customers and staff.



# Sponsor Visibility Examples

## Event Branding

- Race car
- Race suit
- Race helmet

## Digital Branding

- Dedicated social media posts across Facebook, Twitter and Instagram
- Press releases (race preview and race report)

## Brand Ambassador

- Personal appearances
- Pre-race video and photoshoots
- Use of Freddie Hunt image and branding

## Product Placement

- Team photography
- Driver meet-and-greet
- Official team apparel and signed merchandise





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