



*Special* **ONE**



2023 SPECIAL ONE MEDIA KIT



*Special* **ONE**, is a commitment, a desire, a quest.

To invent, design, create, experiment and produce unique vehicles,  
inspired by the past, the future our environment  
and designed for tomorrow.

For you, for us. We imagine a new trajectory without compromise  
for epicurean pioneers with a passion for mobility.

# Who is *Special* ONE

A new player in the mobility landscape, Special ONE's aim is to manufacture and distribute exclusive, high-performance, premium, eco-friendly vehicles.

In the 2000s, Guerlain Chicherit dominated the freeride ski world, opening new lines in an ever fluid, almost artistic style. Later on, it was with the same taste for never-before-seen artistry that he set out to break individual records on four wheels, such as performing the first back flip in a car. On snow or land, this decidedly outlandish approach has never prevented him from sheer performance, as evidenced by his four world ski titles and Rally Raid World Cup win.

With Special ONE, Guerlain Chicherit layers his taste for the unique and the aesthetic with an ecologically-orientated ethos. Whether they operate electrically, on hydrogen or bio-fuels, each of the brand's creations offer exceptional performance with a limited carbon footprint. Designed and assembled in France, the Delta Evo-e are manufactured favouring the circular economy.

In a nutshell, Special ONE vehicles are built for the free-spirited, those adept at drifting and tackling open spaces, looking for an escape behind the wheel of different machines, that are both elegant and environmentally-respectful.

DELTA EVO-e



RACING





PRESENTATION OF SPECIAL ONE RACING

2023



Special ONE Racing is a new car racing team that entered the World Rallycross (World RX) Championship in 2023 with two incredible Delta electrics entrusted to Guerlain Chicherit and Sébastien Loeb.

As a new player in the mobility landscape, Special ONE's aim is to manufacture and distribute exclusive, eco-friendly, sporty vehicles such as the Delta Evo-e, an icon of the 1980s, retrofitted to electric.

The sports branch - Special ONE Racing - promotes the brand's market-facing creations by seeing their racing versions on the start line at major international sporting events. From this year, and for at least three seasons,

two Delta Evo-e RXs will be in the Rallycross World Championship (World RX) in the capable hands of Guerlain Chicherit and Sébastien Loeb. With drivers of this calibre, the team's aspirations are bound to be lofty, especially as the car has shown great competition potential from its début last November at the Nürburgring.

The first of ten rounds of the World RX 2023 is set to take place on 03 and 04 June in Montalegre, Portugal.

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# *Special* **ONE** & CAR RACING

2022 rang in a new era of car racing with the electrification of the World Rallycross Championship. This change of course, well aligned with his own ecological values, persuaded Guerlain Chicherit to return to World RX after a year of absence. Rather than purchase an existing model, the driver-entrepreneur gambled on building his own, based on an iconic chassis. Next, all that remained was to find a second driver... a legend in his own right!



*Special* **ONE**  
RACING



With six consecutive titles from 1987 to 1992, the Lancia Delta remains the most dominant car in the entire World Rally Championship (WRC) history. Beyond its exceptional track record, this icon - which has not been produced for 30 years - still fascinates youngtimers with its angular and compact Giugiaro-inspired form.

Born in 1978, Guerlain Chicherit belongs to a generation where, as a child, he could only dream of the exploits of the likes of Didier Auriol at the wheel of his Lancia Delta. It

was therefore a natural progression for the entrepreneur to gravitate towards this iconic model when he decided to launch a vehicle retrofitting business. The road version of the Delta Evo-e, which also boasts "restomod", is set to go into production in 2023.

All that remains is to ensure the promotion of the road model by entering the competitive arena, in the World Rallycross Championship. Under its bodywork which remains true to the original, the Delta Evo-e RX houses

a tubular structure that meets the safety requirements established by FIA 2022 regulations. With 500kW (680CV) under the bonnet, the car performs 0 to 100 km/hr in 1.8 seconds, which is 7 tenths less than an F1 with the same measurement!

Represented by Sébastien Lesonneur, Special ONE Racing will be entrusting this year - and for at least three seasons - two Delta Evo-e RXs in the World Rallycross Championships to Guerlain Chicherit and Sébastien

Loeb. With drivers of this calibre, the team's aspirations are bound to be lofty, especially as the car has shown great potential from its début last November at the Nürburgring, the backdrop of the final round of the 2022 season.

# WRX, A PROMISING WORLD CHAMPIONSHIP



The shift to "all electric" has not detracted from the spectacular nature of the peloton races on which its reputation has been forged. Better yet, this revolution has lent rallycross a technical-environmental dimension, enabling it to rise to revered status.



Having had a late start in England in the late Sixties, Rallycross grew on the fringes of the reputedly closed world of motor sports. The races of this spectacular discipline may today be the only events capable of attracting spectators whose main passion isn't only all things motor sport. Almost 80,000 regularly meet at "small-scale" world championships (less than a kilometre long) in a setting that is somewhat reminiscent of that of a stadium... A unique experience!

The discipline probably owes its popularity to the format of its events, including unique features and rules: short races, line starts, mixed surfaces (tarmac and dirt), joker laps, jumps, etc. Added to this is the pitting of typical "touring" cars against one another - the Lancia, Peugeot, Seat, Volvo, VW - instantly recognisable to all and displaying top-notch performance (0 to 100 in 1.8 seconds).

The shift from the World RX to electric in 2022 has transformed the perception of this energy in the car racing arena, adding a fun, spectacular vibe to the otherwise technological and ecological side of

this transformation. These values have immediately attracted new constructors and partners to join a community of more than a million fans on Facebook and associate their logos with events benefiting from direct rebroadcasting (streaming and television broadcasts in many different countries). Backed by its experience acquired over a decade in its capacity as organiser of the WRC, the promoter has scheduled eight destinations across three continents - Europe, Asia, Africa - for the 2023 events calendar.



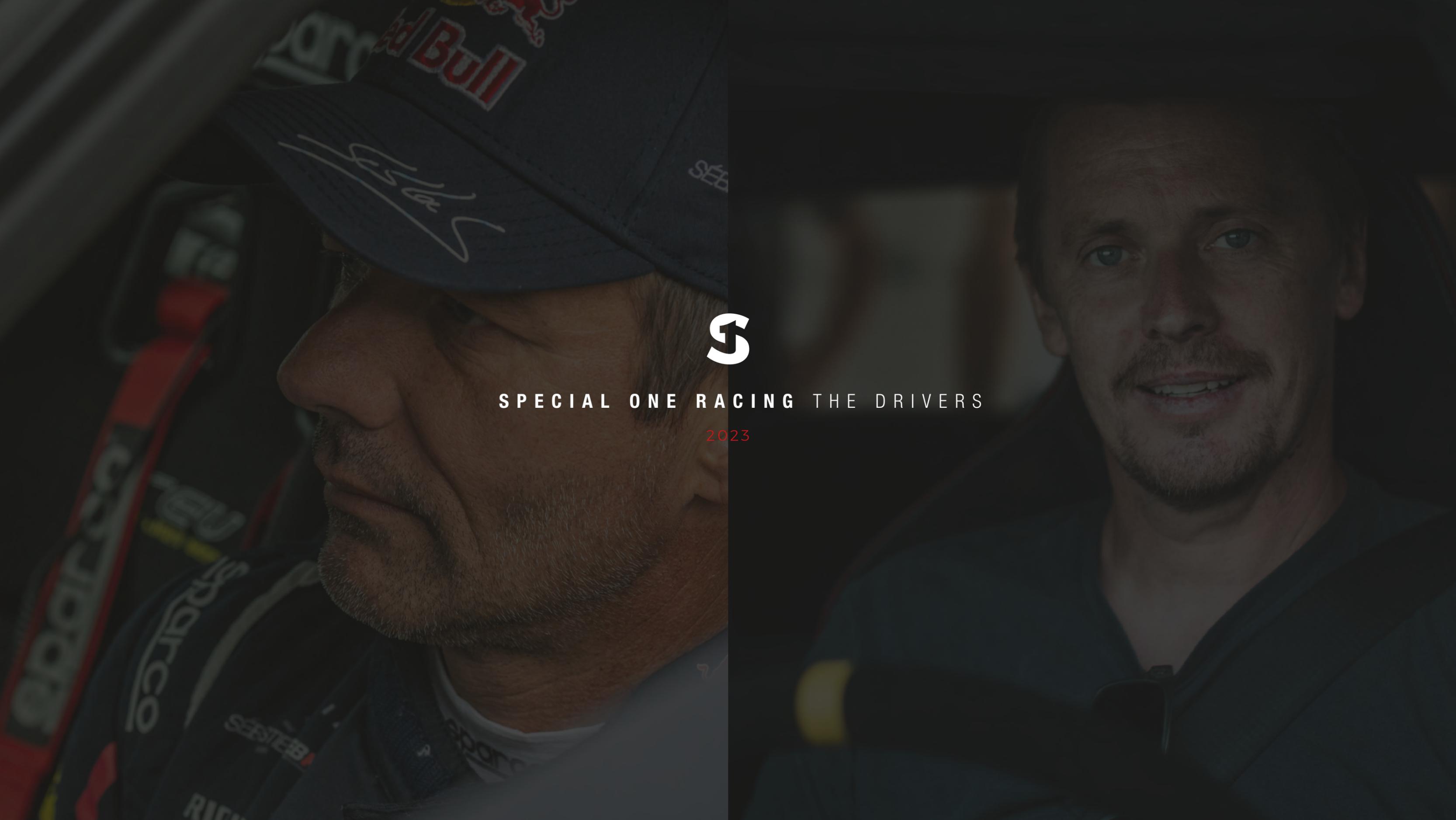
# CALENDAR 2023

## 10 RACES



\* Subject to the promoter's agreement

\*\* Subject to approval of track



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SPECIAL ONE RACING THE DRIVERS

2023



# Sébastien LOEB

## *Dreaming of a tenth world title*

Born on 26 February 1974 in Haguenau, Sébastien Loeb is unanimously considered to be one of the greatest athletes in history, across all fields. His popularity has earned him the title of the "French nation's favourite sportsman" for five years in a row. With a long-standing association with Citroën, this Alsatian has clinched a series of victories while also winning nine consecutive titles between 2004 and 2012, an absolute record in the history of the WRC. A true all-rounder, he took top honours in Touring Car, Rallycross, Race of Champions and Pikes Peak, while also coming second in The 24 Hours of Le Mans 2006. His latest challenges? Winning the Dakar and taking top honours in the World RX with Special ONE Racing to take the number of world titles he's won to 10.



**1.2M FOLLOWERS**  
facebook.com/SebLoebOfficiel



**618K FOLLOWERS**  
instagram.com/sebloebofficial



**220K FOLLOWERS**  
twitter.com/SebastienLoeb

- 2004**  
WRC World Champion
- 2005**  
WRC World Champion
- 2006**  
WRC World Champion
- 2006**  
2<sup>nd</sup> in The 24 Hours of Le Mans
- 2007**  
WRC World Champion
- 2008**  
WRC World Champion
- 2009**  
WRC World Champion

- 2010**  
WRC World Champion
- 2011**  
WRC World Champion
- 2012**  
WRC World Champion
- 2013**  
Pikes Peak Hill Climb Record
- 2014**  
3<sup>rd</sup> in the WTCC Championship
- 2015**  
3<sup>rd</sup> in the WTCC Championship
- 2016**  
Winner of the World RX of Latvia

- 2017**  
2<sup>nd</sup> in the Dakar Rally
- 2018**  
Winner of the World RX of Belgium
- 2019**  
3<sup>rd</sup> in the Dakar Rally
- 2022**  
2<sup>nd</sup> in the Dakar Rally
- 2022**  
80<sup>th</sup> win in a WRC (Monte-Carlo)
- 2023**  
2<sup>nd</sup> in the Dakar Rally



# Guerlain CHICHERIT

## *From snowy off-piste to sandy tracks*

Born on 20 May 1978, he rose to fame in the 2000s, becoming quadruple World Freeride Ski Champion. In parallel, he entered car racing, winning the French Land Rally Championship in a Citroën Saxo in 2003, and finishing three times in pole position on the podium (Auvergne, Provence and Cévennes). He then piqued the interest of Citroën who offered him a spot in the Junior WRC. In a totally different class, he finished 5<sup>th</sup> in the 2010 Dakar with a stage victory and won the World Rally Raid Cup in 2009 followed by the Morocco Rally in 2022. In 2023, he's set to merge his love for rally raids and rallycross by furthering a dual-fold schedule at the wheel of the Prodrive Hunter and Delta Evo-e RX.



**279K FOLLOWERS**  
facebook.com/GChicherit



**21K FOLLOWERS**  
instagram.com/gchicherit



**5K FOLLOWERS**  
twitter.com/GChicherit

**1993**  
Champion of France Judo Cadet

**1994**  
Champion of France Roller Hockey with Tignes

**2000**  
World Freeride Ski Champion

**2002**  
World Freeride Ski Champion

**2003**  
Winner of the Citroën Saxo T4 Trophy

**2004**  
Citroën Driver in the Junior WRC

**2005**  
Early stages in the Dakar Rally

**2006**  
1<sup>st</sup> stage win in the Dakar Rally

**2006**  
World Freeride Ski Champion

**2007**  
World Freeride Ski Champion

**2009**  
World Rally Raid Champion

**2010**  
5<sup>nd</sup> in the Dakar Rally

**2013**  
1<sup>st</sup> driver to perform a back flip in a car

**2014**  
Attempt at the longest car jump in the world

**2015**  
Early stages of the World RX

**2019**  
4<sup>th</sup> in the World RX of Canada

**2021**  
Winner of the Silk Way Rally

**2022**  
Winner of the Morocco Rally

**2023**  
2 stage wins in the Dakar Rally

# Special ONE RACING, THE TEAM

The Special ONE team is backed by staff with recognised skills in the car racing world.

Beneath the youngtimer bodywork of the Delta Evo-e RX lies a tubular structure entirely designed and assembled at the GCK Performance workshop in Issoire (Puy-de-Dôme), with its manufacture having required more than 2,000 working hours using special tools.

The Special One Racing racing team is comprised of 25 people under the direction of Sébastien Lesonneur, a renowned engineer who has worked - among other things - at Hyundai as part of the WRC. Whether they are engineers, mechanics, logisticians or press attachés, all of the team members are recognised specialists in the car racing field, and rallycross in particular.



THE TEAM

**25**  
people

BUILDINGS

**600m<sup>2</sup>**

RACES

**10**



THE  
RACE CAR  
*Special* **ONE**  
RACING

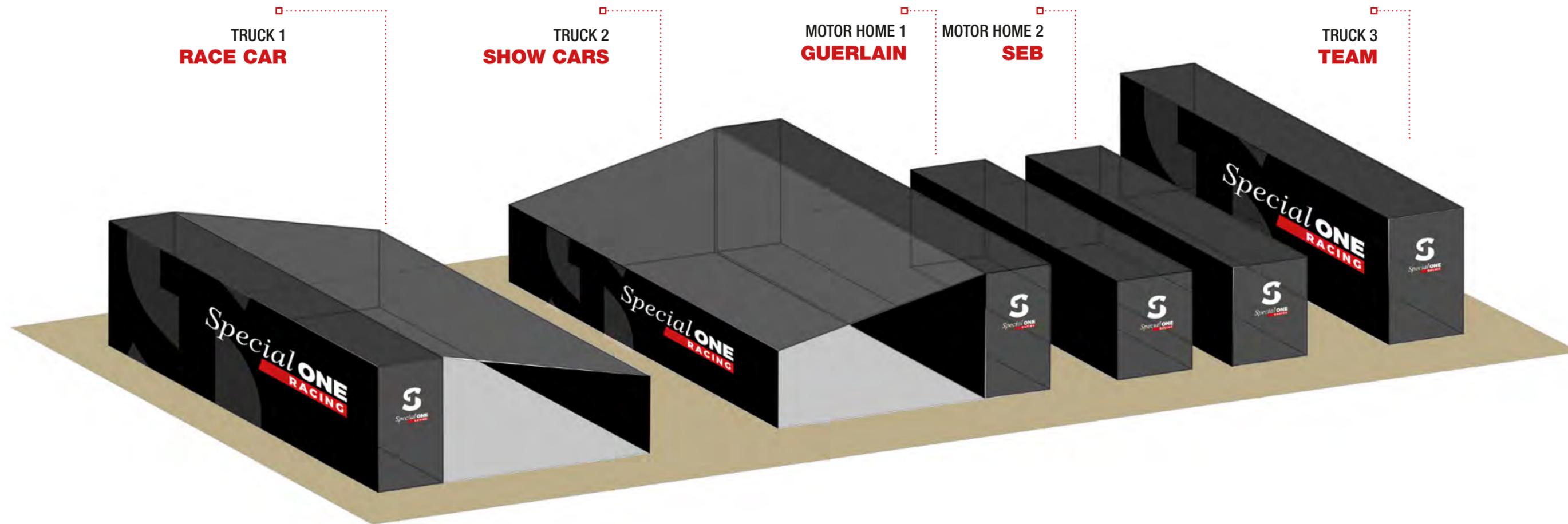




## THE INFRA- STRUCTURE

For each racing weekend, Special ONE Racing has a base set up in the world rallycross championship paddocks, divided into two sections:

- a technical area where the race cars are prepared
- a hosting/showroom area where programme partners are hosted.



## THE INFRA- STRUCTURE

**3  
TRAILERS**

**2  
MOTOR  
HOMES**

**550M<sup>2</sup> OF  
PADDOCKS**

**300 MEALS  
SERVED PER  
WEEKEND**



# MEDIA IMPACT

## TV BROADCASTING

**13 HOURS**  
OF LIVE PROGRAMMING PER EVENT

**34 COUNTRIES**  
BROADCAST THE WRX

**6,562 HOURS**  
WORLDWIDE MEDIA AUDIENCE PER SEASON

## DIGITAL

**2 MILLION**  
VISITS ON THE  
FIAWORLDRALLYCROSS.COM  
WEBSITE SINCE ITS LAUNCH IN JULY  
2021

**111.1 MILLION**  
VIDEOS VIEWED ON OFFICIAL  
PLATFORMS: YOUTUBE, FACEBOOK,  
TWITTER & INSTAGRAM

**21,537,000**  
GLOBAL MEDIA AUDIENCE PER  
SEASON

## SOCIAL NETWORKS

**2 MILLION**  
FANS

**3,800 POSTS**  
**152 MILLION**  
**IMPRESSIONS**  
**54 MILLION**  
VIDEOS VIEWED ON DIGITAL  
PLATFORMS.

-  **> 1.2M FANS**
-  **> 305K FOLLOWERS**
-  **> 62K FOLLOWERS**
-  **> 237K SUBSCRIBERS**



SPECIAL ONE PRODUCTS

2023

# THE REBIRTH OF AN ICON

## **Special ONE** **DELTA Evo-e**

Born of the desire to merge expertise in the retrofitting domain with a passion for the cars of yesteryear, Special ONE developed its first iconic model,

the Delta Evo-e, whose aim is to raise the status of iconic cars using the most innovative materials, while also integrating the most cutting-edge technologies in terms of vehicle electrification.

Each model is approved in France (as well as in other countries on request), and is available in a limited edition for aficionados with exacting standards.

| 6 consecutive World Rally Manufacturers' Championship titles from 1987 to 1992

| 4 World Rally Driver Champion titles between 1987 and 1991

| 6 wins in the Monte Carlo Rally, two of which were at the hands of Didier Auriol

| 46 out of 65 possible wins in Martini Racing colours

| Driven by the greatest rally drivers: Didier Auriol, Carlos Sainz, Juha Kankkunen and Massimo Biasion, amongst others.



# 36

EXAMPLES

**S Special ONE**

## DELTA Evo-e

### AN EXCEPTIONAL CAR

- | Full restoration with hydro-stripping of the body, and the addition of reinforcement and protective parts with polyzinc treatment.
- | Full restoration of all of the parts to “as-new” condition and ensuring the reliability of mechanical components.
- | Electrification of the car while preserving the original transmission.
- | Creation of a special interior, adding a unique multimedia offering.



11  
EXAMPLES

 **Special ONE**

## DELTA EVO-e RALLYE

### MASTER CRAFTSMANSHIP

- | The exterior restomod
- | The interior restomod
- | The electrification of the vehicle
- | New bonnet, fender and lower body frame design to accentuate its racing style.
- | New bumpers, carbon front splitter, rear air extractor and roof spoiler.
- | Full matte paintwork with glossy carbon parts
- | New multimedia offer



# IN DETAILS

## MECHANIC RESTOMOD

- | Refurbishing of brakes, shock absorbers, optics, wiring harness and subframes.
- | Refurbishing of the transmission with the addition of a reinforced central differential adapted to suit the car's new performance.
- | Bodyshell fully dismantled and reinforced using special parts with all chassis welds restored.

## NEW DESIGN

- | New bonnet, fender and lower body frame design to accentuate its racing style.
- | New bumpers, carbon front splitter, rear air extractor and roof spoiler.
- | Full matte paint with gloss carbon parts.

## ELECTRIC DRIVE SYSTEM

- | 147 kW, the equivalent of 200 horsepower
- | 350 N.m of maximum torque available from the lowest engine speeds
- | 0 to 8000 RPM
- | 30 kWh of energy for 200km of pure pleasure
- | Powerful lithium-ion batteries
- | Charging and Combo CCS socket compatible with the latest chargers
- | Reinforced OE transmission and gearbox with intelligent engine management during gear changes

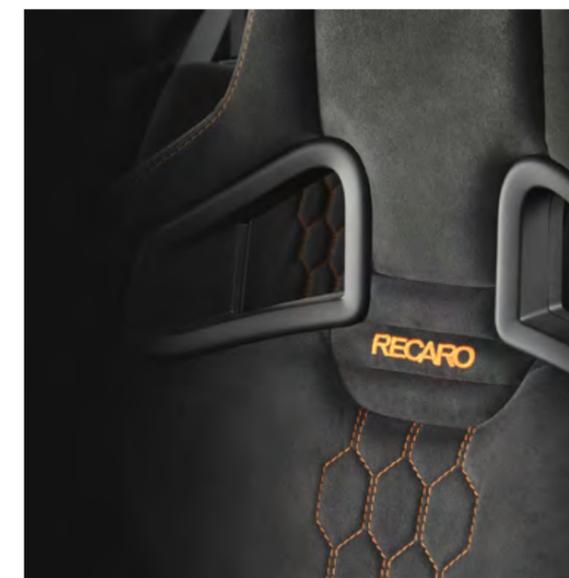
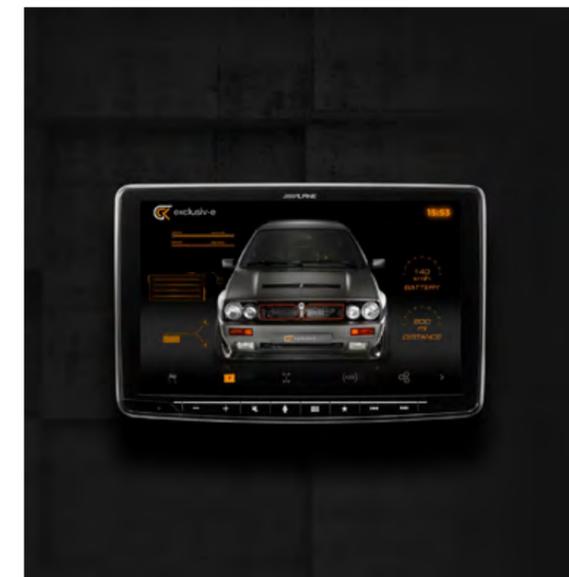
**MANUAL GEARBOX OFFERING RARE AND EXCEPTIONAL DRIVING SENSATIONS UNLIKE ANY OTHER ELECTRIC VEHICLE**

## HANDCRAFTED UPHOLSTERY

- | A mix of solid and micro-perforated fully black Alcantara™ interior.
- | Orange topstitching to highlight the upholstery work.
- | Customized Recaro Sportser CS front seats for optimum comfort and fit.
- | Customized rear seats.
- | Momo Racing steering wheel.

## CUTTING EDGE TECHNOLOGY

- | Alpine multimedia GPS touchscreen, fully compatible with IOS and Android.
- | Rear view camera.
- | Powerful audio system for optimal sound.
- | Defrosting front windshield for greater comfort and visibility.



*“A brand focused on driving pleasure“*

Guerlain CHICHERIT



CONTACTS SPECIAL ONE

2023

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**[www.special.one](http://www.special.one)**



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