

PRESENTATION MEDIA



The attraction of motorsport

Motorsport is taking an important place in the French and international landscape, occupying 27% of sports news, making it the 2nd sport in the world in terms of TV audiences, just behind football.

According to Ipsos statistics, 55% of French people are passionate about motorsport, including 79% of men aged under 35.

Thanks to this growing interest, the historic endurance races organised by V de V become a considerable promotional platform for your company and a strong communication vector with your customers and employees.



The attraction of Historic racing

The “2 Tours d'Horloge”, ***the only 24-hour race in the world reserved for historic racing cars***, is one of the great historic competitions.

The greatest historic events in Europe:

- The **Monaco Historic Grand Prix**: Held on the same track as the Formula 1 Grand Prix, it takes place every two years before the modern Grand Prix.
- **Le Mans Classic**: The most beautiful historic cars that raced in the 24 Hours of Le Mans. 235,000 spectators
- **Goodwood Revival**: An event that brings together a lot of historic cars in England. *150,000 spectators*
- **Rétromobile Show**: More than *125,000 fans* of historic cars in Paris.
- **Epoqu'Auto Show**: *95 000 visitors* of historic cars in Lyon.



About V de V Sports

Eric Van de Vyver is a lover of motor racing especially when at the wheel of historic racing cars, a field in which he was one of the pioneers when he created his own team, V de V, in **1989** – in the colours of a famous Tonic drink – which he entered for most of the major events in this discipline.

After winning two titles in France in historic championships and fed up with spending more time on the road than on the track in **1992** he decided to organise the first, and so far only, VHC **24-hour endurance race**, the **2 Tours d'Horloge**, on the famous **Paul Ricard circuit**. The event met with immediate success and it encouraged him to progressively multiply the number of VHC endurance races both in France and abroad: 12 Hours of Magny-Cours, 12 Hours of Jarama, 6 Hours of Dijon, 6 Hours of Val de Vienne, Lédenon, Charade, Nogaro, Lausitz and Estoril.

V de V, which soon gained recognition for its competences as an organiser and for the quality of its meetings, wrote a new page in its history from 2000 onwards by adding races for modern cars.

Thanks to more than twenty years of experience and passion in the service of historic and modern competition, V de V Sports is one of the organisers recognized by the biggest competitors and teams in the world of motor racing.



A new era begins in **2021** with a return to his first loves. Henceforth, Eric Van de Vyver's organisation, in which his daughter Laure is taking wider responsibilities, is going to devote itself to historic competitions while respecting the core values that have always driven the V de V Sports team: namely, **competence, expertise, passion, fairness** and **conviviality**.

In **2022**, a historic edition of the **2 Tours d'Horloge** celebrated its **30th anniversary** with more than **40 cars at the start!**



In **2023**, three major events are organized: **6 hours** of endurance during the Historic French Grand Prix at **Le Castellet** with the return to the wheel of **Jean Alesi**; 6 hours in **Barcelona** during the Espiritu de Montjuïc, and the **2 Tours d'Horloge**, with nearly 45 cars at the start!

For the **2024** season, V de V is offering three events, including a new one on the **Navarra circuit** in Spain for a duration of **6 hours** on **May 25 and 26**, then **6 hours at Paul Ricard**, on **July 5 and 6**. To finish with the **2 Tours d'Horloge** on their traditional date of **November 1, 2 & 3**.

An audience attached to values

- A qualitative and nostalgic audience of purists and passionates.
- Presence of renowned drivers such as Benoit Treluyer, Henri Pescarolo, Gérard Larousse, Jean-Claude Andruet, Alain Cudini, sportsmen as Luc Alphand, Henri Leconte, David Hallyday, journalists as Jean-Pierre Gagick and Grégory Galiffi
- The participants are mainly men aged 40 to 60, senior executives or business leaders.



The numbers

- Up to 70 cars entered
- More than **300** drivers, **1000** mechanics
- **5 000 to 10 000** spectators
- **12 500** followers on V de V Sports Facebook page and **100 000** followers on Circuit Paul Ricard Facebook page






An exceptional place to welcome your guests

- Circuit of the last French Formula One Grand Prix
- Located at Le Castellet, in the beautiful south of France
- Paddock and pit access
- Pit Walk and Grid Walk access
- VIP room for your guests
- Follow the race from the private terrace of the VIP room



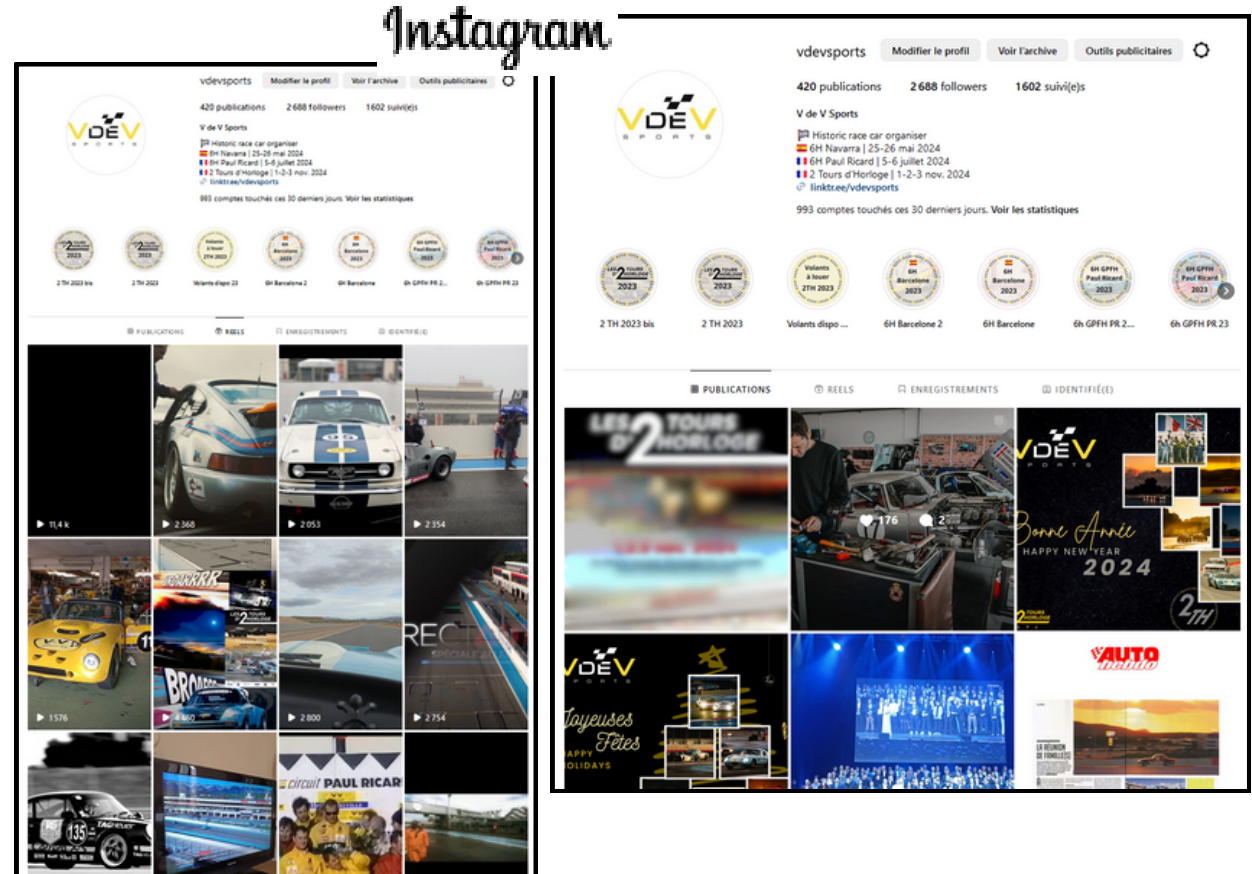
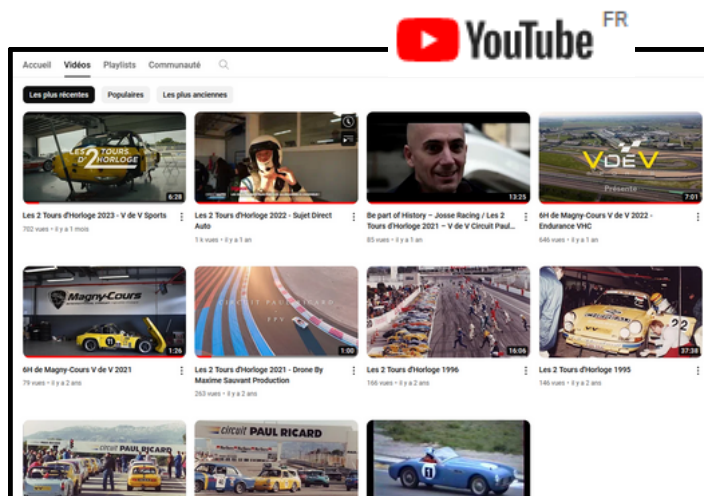
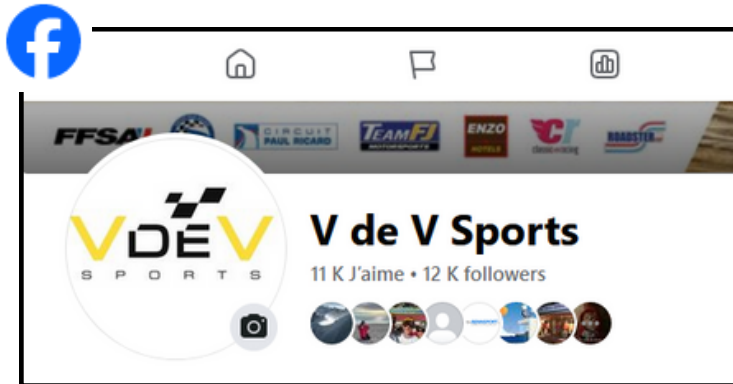
Communication supports

- Website: vdev.fr
- **Videos** summaries of each event
- Social medias   
- Official documents of the events
- Press releases and press reports
- Your leaflet at disposal on each event
- Our newsletter database of more than **3500** active contacts



Social medias

- **12 500** followers on Facebook
- Nearly **3 000** followers on Instagram
- More than **11,000 views** on Instagram reel summary of the 2 Tours d'Horloge 2023
- All our videos on our **YouTube** channel



The media - Written press

Strong visibility in the regional daily press, the specialized press in France (Auto Hebdo, Echappement, La vie de l'Auto, etc.) and abroad (Historic Motor Racing News, Automobilsport, Autosport Spain and England, Racecar , ...) but also the general press like Le Figaro.



BMW 635 CSI wins V de V Sports 6hrs of Barcelona



The 7th edition of the 6 Hours of Barcelona... (text partially obscured)



Emoción y diversión en el arranque de las 6 Horas de Barcelona-Espiritu de Montjuic

El evento ha contado con una jornada de más de diez horas de actividad sobre el asfalto... (text partially obscured)

Les 2 Tours d'Horloge 2023 - As 2 Voltas no Relógio 2023 - 24 Horas de pura velocidade no Circuito de Paul Ricard



Incredible après sa pige réussie en Ferrari F1, à Monaco, Jean Alesi reprend du service !



Jean Alesi tend l'endurance historique !



Victory for Team Nestlé Byet!



Une longue soirée avec Alesi en guest



Endurance : Jean Alesi de retour derrière un volant

Par La rédaction Publié il y a 3 heures



Jean Alesi en compagnie de Charles Leclerc, rival Bonelli / PMA

L'ancien pilote de Formule 1, désor Paul Ricard, participera au Grand F en avril brochain.



24 HEURES D'ENDURANCE SACRÉS ANGLAIS !



Sports

AUTO LES 2 TOURS D'HORLOGE AU CIRCUIT PAUL-RICARD (ARRIVÉE À 15 H)

« Là, c'est du vrai pilotage ! »

Vainqueur quinquaise à 24 Heures du Mans dans le camp Audi, en 2011, 2012 et 2014, Benoît Tréluyer découvre le double tour d'horloge vintage avec son fils Jules, apprenti pilote.



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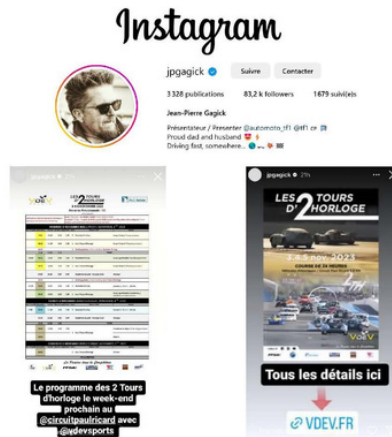
Le double tour d'horloge est un événement qui se déroule sur 24 heures... (text partially obscured)

The media - Digital press and TV

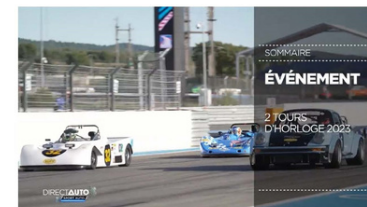
Visibility on social networks and specialized media websites (Endurance Info, News Classic Racing, Motorsport, etc.). Presence of personalities and numerous journalists and photographers (120 accreditations at the last 2 Tours d'Horloge). Reports in specialized TV shows (Direct Auto on C8, AutoMoto on TF1, etc.) or on the local television news.



Emission du 7 mai 2023 - <https://www.tf1.fr/tf1/automoto/videos/automoto-du-7-mai-2023-98092533.html>



Emission du 25 novembre 2023 - https://www.canalplus.com/divertissement/evenement-2-tours-d-horloge-2023-une-experience-unique/f/23644733_50013



Les 2 Tours d'Horloge 2023 : Victoire du Team Rosbif Hyett

© Publié le 06 nov 2023

Les 3-5 novembre se déroulaient, sur le circuit Paul Ricard, les 2 Tours d'Horloge la seule compétition au monde réservée aux Véhicules Historiques de Compétition courue sur une durée de 24 heures sans interruption. Cette 17e édition a confirmé l'engagement suscité auprès des équipages toujours plus nombreux à participer et vu la victoire de la Tiga SC 83 du Team britannique Rosbif Hyett de l'équipage père-fils Charlie, Ross et Nick Hyett.

Après des qualifications courues sur piste sèche qui ont permis à la Lola T70 MK3B de l'équipage britannique Steven Brooks/Jamie Connolly/Michael Connolly de signer la pole position, ce sont des conditions météorologiques beaucoup moins élémentaires qui attendaient les



During the events

- Cars entered
- Around the track
- The paddock
- Sales areas on the paddock
- Podium and trophies
- Visiting the stands, pitlane, the race direction...
- Team and hostess clothing
- Ticketing
- VIP entries with paddock access
- Parties and events organized during the events
- Rental of VIP rooms



During the events

- Guided tour of the stands before the race (Pitwalk et Gridwalk)
- An experienced guide at your side for 3 days
- Driving simulator experience
- Discussion and photos with the drivers
- Stand background accessible during the race
- Hotel reservation on site
- Transport by private plane to Le Castellet airport
- Local transportation by shuttle with driver (airport, train station, hotel, circuit, visits)
- Activities at X-trem Park
- Animation - Karting race
- Cellar tour and Provence wine tasting



Visibility of your brand

- Your logo on the race cars
- Your logo on our advertising media, press articles and documents relating to races
- Your logo on the podium visible at the end of each race during the prize giving ceremony
- Trophies with your logo
- Your logo or advertising on our video media
- Your advertising on the live video of the race (broadcast on Youtube)
- Organisation of receptions for your guests or clients



Visibility of your brand

- Your advertising banner at the top of the page on the V de V website
- Your logo on the clothes of team and hostess
- Your banners strategically placed around the circuit
- Your beachflags and flags on the paddock
- Your logo on goodies and clothing offered to drivers
- A strategic location on the paddock for the promotion and sale of your products
- Promotion of your brand by the speaker throughout the event



Video gallery <https://vdev.fr/galerie-video/>

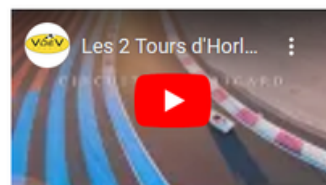
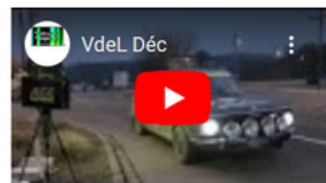
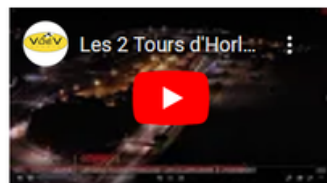
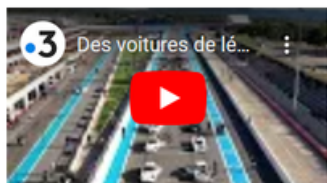


Photo gallery <https://vdev.fr/galerie-photo/>



CONTACTS



V de V Sports

Eric Van de Vyver : +33 (0)6 09 11 28 69 | eric@vdev.fr

Laure Van de Vyver : +33 (0)6 28 53 12 99 | laure@vdev.fr

Médias

Henri Suzeau : +33 (0)6 08 26 90 56 | hsuzeau@ontheroadconsulting.net

vdev.fr

