

# LES 2 TOURS D'HORLOGE



SAISON 2026



# DEVENIR EXPOSANT

# L'attrait du sport automobile

Le sport automobile prend une place de plus en plus importante dans le paysage français et à l'international en occupant 27% des informations sportives, ce qui en fait le 2ème sport au monde en termes d'audiences TV, juste derrière le football.

Selon une étude Ipsos, 55% des Français sont passionnés de sports mécaniques, dont 79% d'hommes âgés de moins de 35 ans. Un attrait amplifié par des séries sur les plateformes de streaming, et l'implication d'influenceurs sur les réseaux sociaux.

Grâce à cet intérêt croissant, les courses d'endurance historiques organisées par V de V deviennent une plateforme de promotion considérable pour votre entreprise et un vecteur de communication fort auprès de vos clients et collaborateurs.



## L'attrait du VHC - Véhicules Historique de Compétition -

Les 2 Tours d'Horloge, **unique course au monde de 24 heures pour VHC**, s'inscrit parmi les grandes compétitions historiques.

Les évènements historiques majeurs en Europe :

- **Le Mans Classic** : Les plus beaux véhicules historique ayant couru aux 24 heures du Mans. *238 000 spectateurs*
- **Goodwood Revival** : Un évènement qui rassemble de nombreuses voitures historiques en Angleterre. *150 000 spectateurs*
- Le **KENNOL Grand Prix de France Historique** : *plus de 100 000 spectateurs* sur le circuit Paul Ricard
- Le salon **Rétromobile** : Plus de *146 000 passionnés* de véhicules historiques à Paris.
- Le salon **Epoqu'Auto** : Plus de *108 000 passionnés* de véhicules historiques à Lyon



## Le créateur des 2 Tours d'Horloge

Passionné de course automobile, spécialement au volant de véhicules historiques de compétition, Eric Van de Vyver est l'un des pionniers en ce domaine lorsqu'il crée en **1989** son écurie - V de V, aux couleurs d'une célèbre boisson Tonic - et s'engage dans la plupart des grandes compétitions du genre.

Auréolé de 2 titres de champion de France dans la discipline, il décide d'organiser en **1992** la première, et toujours **unique, course d'endurance VHC de 24 Heures** : « **Les 2 Tours d'Horloge** », sur le circuit Paul Ricard. Le succès de l'évènement l'encourage à multiplier le nombre d'épreuves d'endurance VHC : 12 Heures de Magny-Cours, de Jarama, 6 Heures de Dijon, du Val de Vienne, de Lédenon, de Charade, de Nogaro, de Lausitz ou encore d'Estoril...

Reconnu pour ses compétences d'organisateur et la qualité de ses meetings, V de V écrit une nouvelle page de son histoire dès 2000, avec la tenue de courses réservées également aux machines de course modernes.

Grâce à plus de **trente ans d'expérience et de passion** au service de la compétition historique et moderne, V de V Sports s'inscrit parmi les organisateurs reconnus par les plus grands compétiteurs et écuries du milieu de la compétition automobile.



Une nouvelle ère s'ouvre en **2021** avec un retour à ses premières amours. La structure d'Eric Van de Vyver, au sein de laquelle sa fille Laure prend des responsabilités étendues, va se consacrer dorénavant essentiellement aux **compétitions historiques** avec le respect des valeurs essentielles qui ont toujours animé et guidé l'équipe V de V Sports : **compétence, expertise, passion, équité et convivialité.**



Dès lors, les saisons V de V Sports s'enchaînent avec plusieurs courses chaque année sillonnant les circuits européens et réunissant toujours plus de voitures sur les grilles de départ.

**Le Castellet, Magny-Cours, Barcelone, Navarra...** Et en 2023, jusqu'à **45 voitures au départ** des 2 Tours d'Horloge !

V de V Sports propose en **2026** deux courses dans le cadre d'évènements riches en plateaux attractifs pour des meetings 100 % historiques. Un retour à **Navarra** en début de saison pour une course de **8 heures** intitulée **les 1000km de Navarra** accompagnée des plateaux ASAVE Racing '65 et '76 et du Trophée Lotus, et les **2 Tours d'Horloge** en point d'orgue de la saison, avec toujours les deux plateaux ASAVE, le Trophée Lotus mais aussi la Ferdinand Cup Next Gen !

# **CALENDRIER 2026**

**10 - 11 avril 2026**



**Circuit de Navarra**  
Navarra - Espagne

**6 - 7 - 8 novembre 2026**



**Circuit Paul Ricard**  
Le Castellet - France

# Une audience variée et qualitative

- 2 audiences intéressantes :

**1. Les pilotes** : majoritairement des hommes de 40 à 60 ans, cadres supérieurs ou chefs d'entreprise (CSP+ et CSP++).

**2. Les spectateurs et collectionneurs** : des passionnés, majoritairement des hommes, accompagnés de leurs conjointes, entre 18 et 60 ans.

- Présence de pilotes de renom comme Jean Alesi, Benoit Treluyer, Henri Pescarolo, Gérard Larousse, Soheil Ayari, Alain Cudini, Jean-Claude Andruet, de sportifs tels que Luc Alphand, Henri Leconte, David Hallyday, de journalistes avec Jean-Pierre Gagick et Grégory Galiffi, ou encore d'influenceurs comme Raul Marchisio.



# Les chiffres

- Jusqu'à **140** voitures engagées (tous plateaux confondus)
- Plus d'une **centaine** de voitures de clubs et collectionneurs exposées, et une parade organisée pour les passionnés
- Plusieurs plateaux historiques en support des courses d'endurance
- Plus de **300** pilotes, **1000** mécaniciens
- **5 000 à 10 000** spectateurs (accès paddock, tribunes et Xtrem Park)
- **12 500** abonnés Facebook V de V Sports qui vont vivre l'évènement avec les **100 000** abonnés Facebook Circuit Paul Ricard



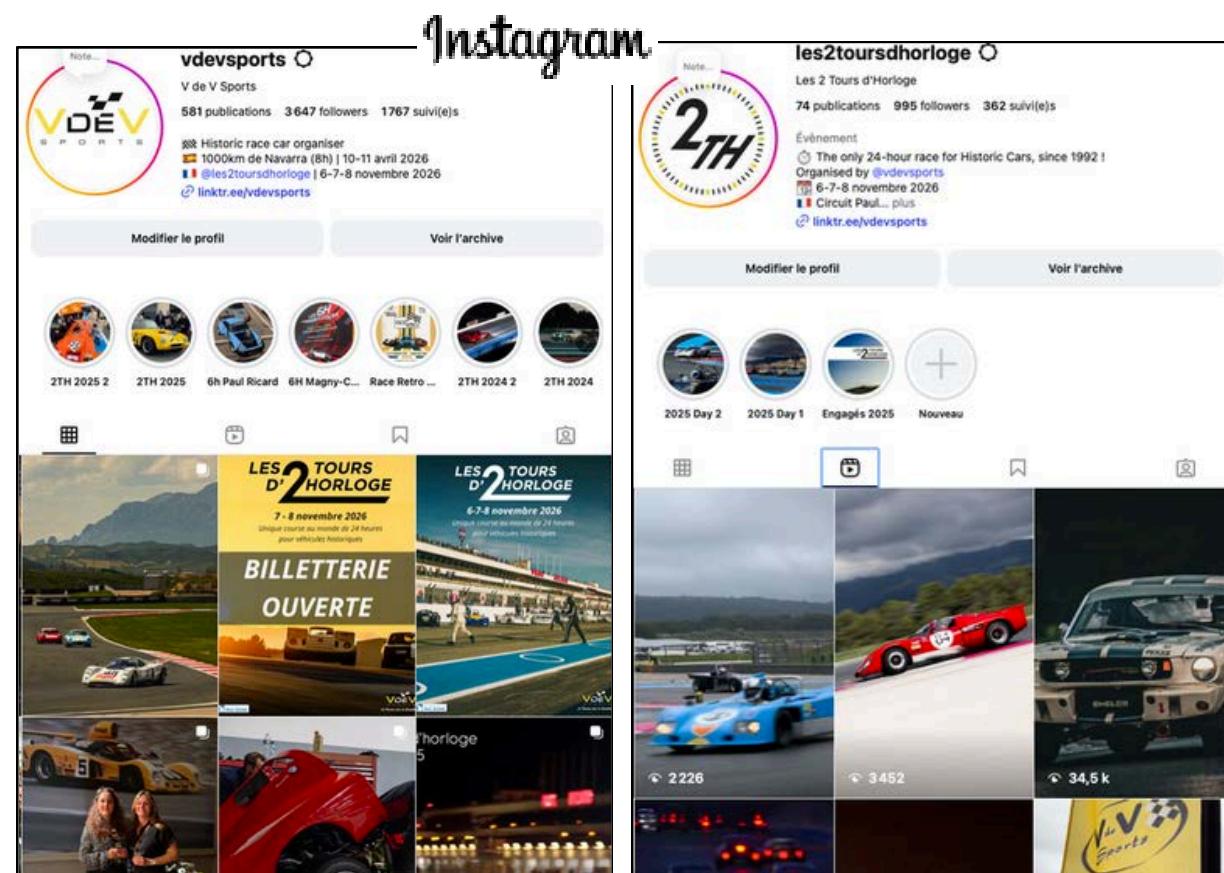
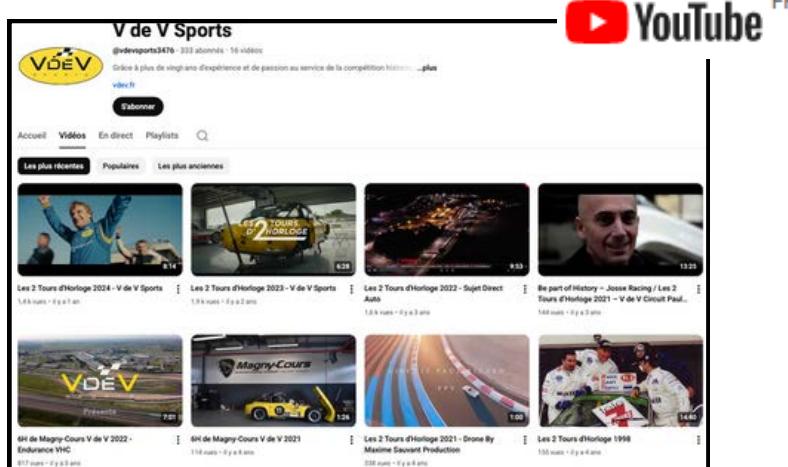
# Les supports de communication

- Le site internet [vdev.fr](http://vdev.fr)
- Les **vidéos** des épreuves
- Le **live vidéo** diffusé en direct sur Youtube
- Les **réseaux sociaux**   
- Les documents officiels des épreuves
- Les communiqués de presse et comptes rendus
- Nos **newsletters** envoyées à notre base de données de près de **3800** contacts actifs



# Les réseaux sociaux

- **12 500 abonnés Facebook**
- **Plus de 4 500 abonnés Instagram et près de 500 identifications ou demandes de collaboration sur les 2 Tours d'Horloge**
- Jusqu'à **38 000 vues** sur nos publications des 2 Tours d'Horloge 2025
- **Plus de 26.000 vues** sur nos vidéos sur YouTube



## Le Live Vidéo

- Diffusé **en direct** sur notre chaîne Youtube et sur tous les écrans du circuit
- Non-stop pendant **24h** !
- **Plus de 23.000 vues** sur le Live Vidéo des 2 Tours d'Horloge 2025



# Les médias - Presse écrite

Une forte visibilité dans la presse quotidienne régionale, la presse spécialisée en France (Auto Hebdo, Echappement, La vie de l'Auto...) et à l'étranger (Historic Motor Racing News, Automobilsport, Autosport Espagne et Angleterre, Racecar...) mais aussi la presse généraliste comme Le Figaro.



CIRCUIT

LE MAGAZINE DU SPORT AUTOMOBILE  
**Echappement**

2 Tours d'Horloge 2025

## **Victoire d'équipe Europe et couronnement d'Armand Mille**

Seule compétition au monde réservée aux Véhicules Historiques de Compétition disputée sur une durée de 24 heures sans interruption, les 2 Tours d'Horloge ont clôturé en apothéose la saison V de V Sports 2025 sur le circuit Paul Ricard. Avec 40 équipages inscrits rassemblant une centaine de pilotes prototypes et de l'Endurance, inédite et



Chevrons head stop-start 24 hours

Les 2 Tours d'Horloge, the only remaining continuous, round-the-clock historic motor race on the calendar, returned to Circuit Paul Ricard in the south of France from 31 October-2 November, for the 23rd running.

Rain and fog played their part in the event, with a rolling start and racing resuming 15 mins behind the safety car on a wet track. Those in the Sport Prototype division dominated qualifying, but struggled in the conditions.

The lead was held by 90-year-old Damien Kohler, José da Rocha and Jean Jacques Renaut; Karl, Hugues and César Vandevenne with Michel Mitteus; and José Garcia, Patrick Kolb, Patrice Niederhauser and Andreas Bakkerum – to seize the early advantage. By hour three the fast Chevrons were back out in front, with the B19 of François Rivaz,

Frank Stippler and Alexander Furiani leading from the B21 of Maxime Guenat, Armand Mille, Yves Scemama and Er

'The B21 eventually got to then fall back to a starter problem.

Fog caused overnight and racing resumed

hours and 10 minute Rivaz/Stippler/Furiani

Serge Libens, Marc de

Hortrique Gempertl, André Collard (RM

SP30) and Sébastien He

François were lying in a canny pitstop strat

they take the lead and

Second place went

that lost the lead after

the pits with transmis

A stunning recovery

Stippler, finishing half

lap and just 1 min 10

was quite an achievem



LE MAGSPORTAUTO  
L'ACTU DU SPORT AUTOMOBILE

Incrévable après sa pôle réussie en Ferrari F1, à Monaco, Jean Alesi reprend du service !



Depuis quelques années, c'est au volant de véhicules de compétition historiques, que Jean Alesi reprend du service. Chacun se souviendra de sa superbe page à Monaco, lors du Grand Prix de l'Énergie solaire. Mais il n'a pas abandonné la compétition. Il a été nommé pilote de réserve pour l'épreuve de la 24 Heures du Mans 2025. Depuis, il a été engagé dans plusieurs courses historiques. Il a également participé à des événements de présentation et de démonstration de voitures historiques.

Jean Alesi tente l'endurance historique !

**racecar**

V de V SPORTS: Three major events including the 2 Tours d'Horloge



Following in the footsteps of the 2024 season crowned with success, the V Sports team is organising these major rendezvous in 2025 including the famous 2 Tours d'Horloge, the only 24-hour competition for historic racing cars, which will not be an eagerly-awaited season finale!

The 2025 season will kick off on 8th March with a test day with the ASAEV, the V de V Sports' partner, on the Côte-Picodon circuit. Register now!

**AUTO Hebdo**

Emoción y diversión en el arranque de las 6 Horas de Barcelona-Espíritu de Montjuïc

Mismo, a los 6 horas, se volverá a poner el sombrero en verde para las carreras de la Copa Raco, la Formula Regional European Championship by Alpine y F1 Academy y las 6 Horas de Barcelona.

El evento ha contado con una granada de más de diez horas de actividad sobre el asfalto, a la vez que un paddock lleno de propuestas para ofrecer el plan perfecto a los asistentes al Circuito.

**SPORTS 2000 SRCC**

**HISTORIC MOTOR RACING NEWS**

## **Le 2 Tours d'Horloge**

Victory for Team Europe's Chevron B21

Armand Mille/Maxime Guenat/Yves Scemama/Erwin France New Champions



**O**n the last record circuit for the 13th time, having reached a point some ten years ago where interest in such a long-distance race was waning, the 2025 edition has bounced back in recent years and fielded a diverse 36-car grid. It was won by the British team of Armand Mille, Maxime Guenat, Yves Scemama and Erwin France, who had won the 2024 edition. The team had been runner-up in 2023 and 2022. The race began at 16:00 on Saturday, 18 March, under a bright sun, with two one-hour free practice sessions and a night and a day qualifying, but when the cars lined up for the ceremonial Le Mans start at 23:00 on Saturday, it was under rainy skies and for the first 15 minutes, behind a safety car.

**O**n Sunday, the Sport Prototype class cars that had been in the first places on the starting grid – instead of the historic racing cars – had to make do with the second row. The first row was taken by the British team of Armand Mille, Maxime Guenat, Yves Scemama and Erwin France, who had won the 2024 edition. The team had been runner-up in 2023 and 2022. The race began at 16:00 on Saturday, 18 March, under a bright sun, with two one-hour free practice sessions and a night and a day qualifying, but when the cars lined up for the ceremonial Le Mans start at 23:00 on Saturday, it was under rainy skies and for the first 15 minutes, behind a safety car.

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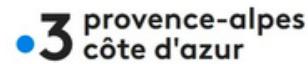
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# Les médias - Presse digitale et TV

Visibilité sur les réseaux sociaux et les sites internet de médias spécialisés (Endurance Info, News Classic Racing, Motorsport, News d'Anciennes...). Présence de personnalités et de nombreux journalistes et photographes (120 accréditations aux derniers 2 Tours d'Horloge). Des reportages dans des émissions TV spécialisées (Direct Auto sur C8, AutoMoto sur TF1, M6 Turbo...) ou au journal TV régional.



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



JT 12/13 du 03.11.2024  
(sujet à 12 minutes 04)

[https://france3-regions.francetvinfo.fr/provence-alpes-cote-d-azur/programmes/france-3\\_provence-alpes-cote-d-azur\\_jci12-13-provence-alpes](https://france3-regions.francetvinfo.fr/provence-alpes-cote-d-azur/programmes/france-3_provence-alpes-cote-d-azur_jci12-13-provence-alpes)



Emission du 27 octobre (sujet à 16 minutes 36)

[https://www.eplay.fr/turbo.g.884/emission-9-c\\_13097812](https://www.eplay.fr/turbo.g.884/emission-9-c_13097812)



Toute l'actualité du véhicule historique



Emission du 25 novembre 2023 : [https://www.canalplus.com/divertissement/evenement-2-tours-d-horloge-2023-une-experience-unique/h/73644733\\_50013](https://www.canalplus.com/divertissement/evenement-2-tours-d-horloge-2023-une-experience-unique/h/73644733_50013)



Emission du 25 nov. 2023

57 min

Diffusion samedi à 10h44 sur C8

# Pourquoi exposer aux 2 Tours d'Horloge ?

- Profiter d'un événement en plein essor
- Bénéficier d'une couverture médiatique importante
- Un événement ouvert au public avec une billetterie lancée dès décembre 2025
- Les collectionneurs mis en avant avec un parking réservé et des parades sur la piste
- Une communication un an à l'avance
- Un village exposants au cœur des Paddock avec animations et restauration
- Une clientèle passionnée avec un fort pouvoir d'achat
- Une région attractive et un circuit haut de gamme
- Participer à la seule course au monde de 24 heures pour véhicules historiques !



## Les offres

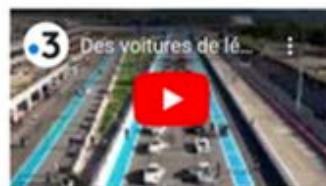
- 450€ HT pour un espace extérieur
- 550€ HT pour un espace intérieur (places limitées)

Comprenant :

- Un emplacement au cœur du paddock
- 3 Pass et 1 Parking intérieur
- 1 accès fourgon
- 1 accès électrique 220v
- *Pack Communication* en option et en sus du prix de l'espace : 100€ HT  
→ Mise en avant dans notre newsletter, publication sur nos réseaux sociaux, annonces speaker.



## Galerie vidéo <https://vdev.fr/galerie-video/>



## Galerie photo <https://vdev.fr/galerie-photo/>



# CONTACTS



## V de V Sports

### Organisation

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

### Relation exposants

Marion Thouroude : +33 (0)6 144 144 30 | vdevsportscommunication@gmail.com

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### Médias

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

**vdev.fr**



## EXPOSANTS

### INSCRIPTION

A RENVOYER par mail à [vdevsportscommunication@gmail.com](mailto:vdevsportscommunication@gmail.com)

#### Tarifs par épreuve comprenant :

- Un emplacement au cœur du paddock
- 3 Pass et 1 Parking intérieur
- 1 accès fourgon
- 1 accès électrique 220v

→ Espace extérieur nu : 450 € HT

→ Espace intérieur (uniquement pour les 2 Tours d'Horloge) : 550 € HT

#### OPTION - Forfait communication : +100€ HT

Mise en avant sur notre newsletter, publication sur nos réseaux sociaux, annonces speaker  
Si souscription de l'option, merci de nous fournir photos, logo et brève présentation de votre activité.

#### EXPOSANT

Société : \_\_\_\_\_

Nom / Prénom du contact : \_\_\_\_\_

Adresse : \_\_\_\_\_  
\_\_\_\_\_

Portable : \_\_\_\_\_ Email : \_\_\_\_\_

Site Internet : \_\_\_\_\_

Activité : \_\_\_\_\_

#### EMPLACEMENT / EXPOSITION :

Merci de nous communiquer les informations ci-dessous concernant votre emplacement :

Type et dimensions structure : \_\_\_\_\_

Jour et heure d'arrivée : \_\_\_\_\_

Nombre de personnes : \_\_\_\_\_

#### EPREUVE

- 1000km de Navarra - 10-11 avril 2026
- 2 Tours d'Horloge - 6-7-8 novembre 2026

Nous vous remercions de bien vouloir nous retourner ce document complété et signé.

Fait à : \_\_\_\_\_ Le : \_\_\_\_\_

Signature :