

ARRAS - juillet 2009 - 75 heures pour les 75 ans de la TRACTION AVANT



75 Heures pour 75 Ans  
10<sup>th</sup> , 11<sup>th</sup> , 12<sup>th</sup> , 13<sup>th</sup> July 2009



INTERIM REPORT  
ACI



23<sup>rd</sup> January 2010



<http://www.75heurespour75ans.com>





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# Overview

- **Celebration of the 75<sup>th</sup> anniversary of the Traction Avant, July 10<sup>th</sup> to 13<sup>th</sup> 2009, in Arras.**
- **Selected as ACI Event of the Year 2009.**
- **Not just an international cultural event but also a grand public celebration in the very heart of the town of Arras.**
- **A partnership of 4 co-organising Clubs :**
  - **BOCC, Belgium**
  - **TAN, Holland**
  - **TOC, UK**
  - **La Traction Universelle, France**





# Objectives

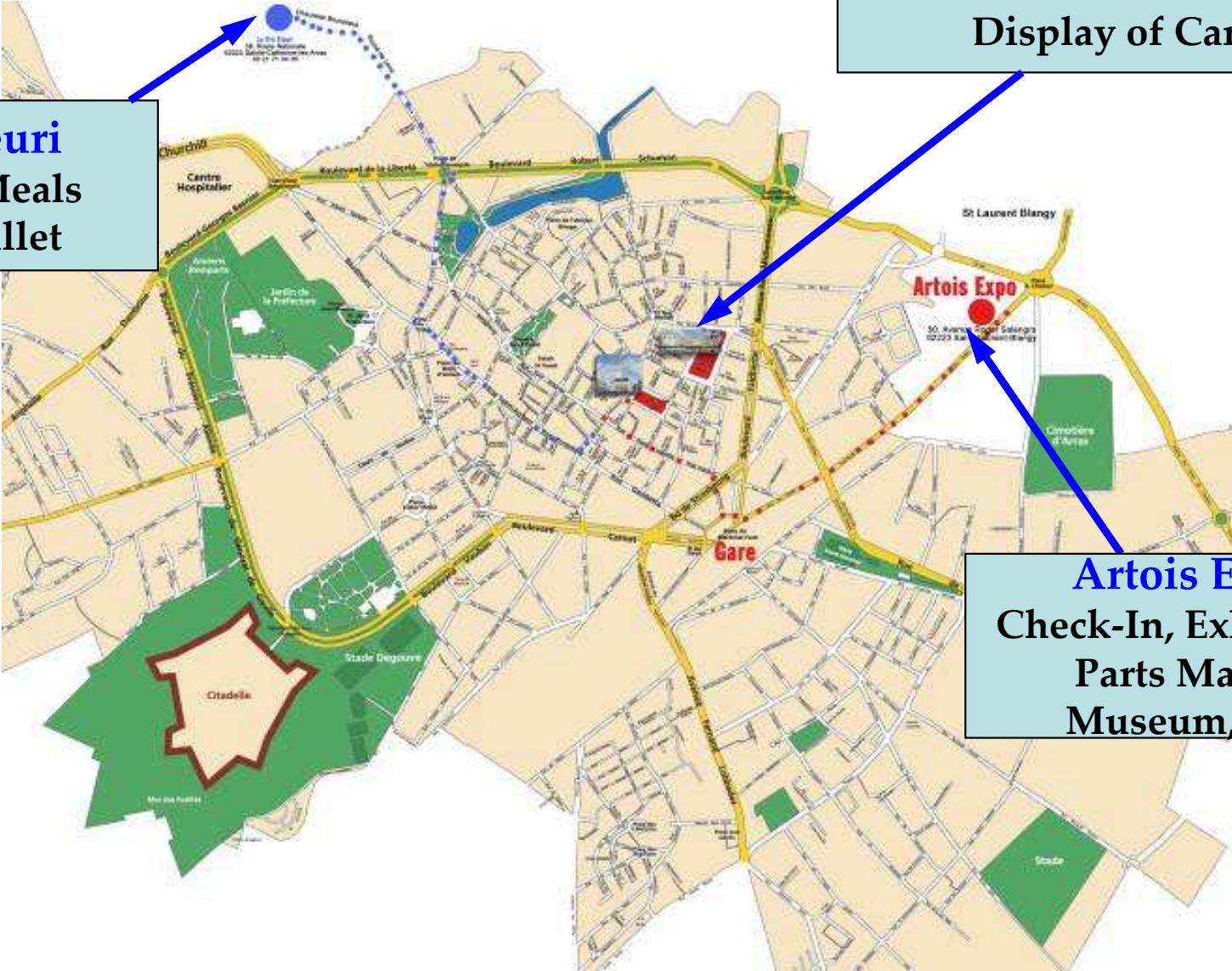
- To bring together 1000 Traction Avant as well as several thousand visitors from all corners of the world including Australia, Canada, America etc. .... For a period of 75 hours.
- To introduce the Traction Avant to a much wider public
  - The development and advanced technology
  - Its special place in the history of the 20th century
  - The cultural heritage surrounding this fine car.
  - A worthy celebration of its three-quarters of a century.
- To introduce our Region - particularly the Département du Pas de Calais - to visitors from far and wide.
  - The regional economy, gastronomy, traditional warm welcome and its many other interesting features.
  - The region's important cultural heritage.





# The 3 Main Locations

**Le Pré Fleuri**  
3 Evening Meals  
10,11,12 juillet



**Arras Centre/Grand'Place**  
Various activities over 3 days  
Display of Cars

**Artois Expo**  
Check-In, Exhibition,  
Parts Market,  
Museum, etc..





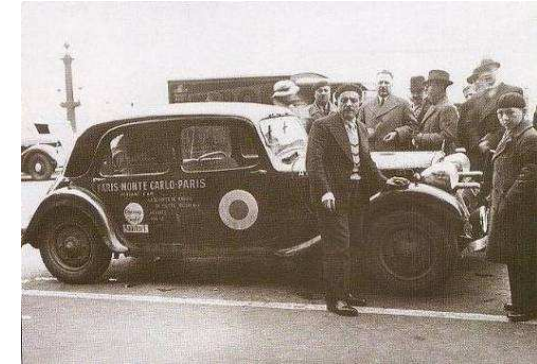
# Program for the 75 Hours

	Artois Expo	Centre ville	Pré Fleuri
Friday 10 <sup>th</sup>	<p>From 11.00 to 19.00</p> <p>Participant Registration</p> <ul style="list-style-type: none"> <li>- Museum</li> <li>- Exhibitions</li> <li>- Parts Markets</li> </ul>	<ul style="list-style-type: none"> <li>- Vehicle Reception</li> <li>- 18.00 Official Opening with the Mayor, Club Presidents, Press ...)</li> <li>Followed by a “vin d’honneur”</li> <li>- Display of Tractions on the two “Places”.</li> </ul>	<p>From 19h30</p> <p>« Garden Party »</p> <p>(Free entry for all registered Tractionists)</p>
Saturday 11 <sup>th</sup>	<p>From 09.00 to 19.00</p> <ul style="list-style-type: none"> <li>- Museum</li> <li>- Exhibitions</li> <li>- Parts Markets</li> <li>- Conferences</li> </ul>	<ul style="list-style-type: none"> <li>- Arras Town Market (morning)</li> <li>- Arras Town Visits</li> <li>- Visits to selected Partners</li> <li>- Period Fashion Show (afternoon)</li> <li>- Display of Tractions on the two “Places”.</li> </ul>	<ul style="list-style-type: none"> <li>- 20.00 – Gala Dinner (period costume) for 300 /400 personnes</li> </ul>
Sunday 12 <sup>th</sup>	<p>From 09.00 to 19.00</p> <ul style="list-style-type: none"> <li>- Museum</li> <li>- Exhibitions</li> <li>- Parts Markets</li> <li>- Conferences</li> </ul>	<ul style="list-style-type: none"> <li>- Arras Town Visits</li> <li>- Baptême en Traction (morning)</li> <li>- Cavalcade/Parade (afternoon)</li> </ul>	<ul style="list-style-type: none"> <li>- Party Night with Dancing</li> </ul>
Monday 13 <sup>th</sup>	<p>From 09.00 to 13.00</p> <ul style="list-style-type: none"> <li>- Drive &amp; Picnic in Olhain</li> </ul>		





# Homage to François Lecot :



- A Traction Avant was driven for 75 hours using only “Green” (Bio) fuel!
- 3096 km driven using 405 litres of fuel - overall consumption of 13,08 l/100km (21.73 mpg)
- Average speed = 41,28 k.p.h (25.65 m.p.h)
- 72 teams (75 drivers) ensured a non-stop day and night relay throughout the whole 75 hours.
- Different routes from Arras looped through the Département du Pas de Calais.





## Figures achieved

- Between 1,000 and 1,200 Tractions attended
- 10,000 visitors paid to visit Artois Expo
- Tens of thousands visited Arras over the 3-day period – particularly for Sunday's Parade (30,000 visitors according to La Voix du Nord)
- 17 different nationalities were represented :  
Australia, Canada, United States, Denmark,  
Austria, Portugal, Italy, Spain, etc.





## Financial Situation (31.12.2009)

	Income	Expenditure
Registration Fees	100,412	
Artois expo	15,553 (visitors)	52,315
Transport* (museum)		16,426
Pré Fleuri		70,374 (meals)
Bar	10,725	6,063
Others**	93,186	99,657
Balance on 31.12.09 :		- 8,533***

\* see explanation on following slide

\*\* includes on-going shop sales

\*\*\* see note on following slide





## **Comment :**

- **The Town-Centre celebrations did not generate an income but were very popular and greatly contributed to the overall success of the event.**
- **One regrettable factor which adversely affected the budget : GEFCO originally agreed to be responsible for transport costs (€14,000).....  
..... unfortunately this did not happen.**
- **The balance figure assumes all 4 Clubs will agree to their initial deposits being repaid in the form of 150 DVD per Club.**





**Thank you for listening.  
We look forward to seeing you all in 2034 –  
- for the Centenary of the Traction !!  
.... 100 Heures pour 100 Ans ? ....**



