

LE VENDÔME



BACK TO THE 80'S

# 'TOTAL LOOK' RALLY

7<sup>TH</sup>-8<sup>TH</sup>-9<sup>TH</sup> JUNE 2019



## PARIS-VENDÔME 1980's

The Vendôme 80 is a tourist rally gathering together a maximum of 80 exceptional cars and motorbikes produced in the 1980s. These collector cars will be displayed at Place Vendôme in Paris before heading off to the castles of the Loir Valley. The finish will take place in the town of Vendôme.

Our 'total look' Rally will allow you to dive back into the 1980s for a full weekend. The schedule for the event will include a 'Concours d'Elegance' on June 7th, with a prize-giving ceremony at the Ritz Paris, followed by a photo competition which will combine portraits in front of the various waypoints, points for style, artistic merit and fun, with a prize-giving during the final stage.

Part of the entry fees will be donated to the Institute for the Brain and Spinal Cord.





## THE VENDÔME 80

# PLACE VENDÔME

### FRIDAY JUNE 7TH

- Exhibition of cars from the 1980s on the Place Vendôme, with a Concours d'Elegance rewarding the 'total look' including clothing, hairstyles, accessories and music.
- 'Golden Eighties' gala dinner at the Ritz Paris with a prize-giving ceremony for the Concours d'Elegance.

### PLACE VENDÔME

The Place Vendôme in Paris bears that name because it was once the location of the 'hôtel particulier', or townhouse, of the Duke of Vendôme. The three children of Gabrielle d'Estrées, the only legitimate children of Henri IV of France, lived in the Vendôme hotel. When Louis XIV came to the throne, the Duke of Vendôme, the last to carry that name, sold his hotel to the Sun King who tore it down to create, in its place, a huge square where his ministers could be housed. Since then, the place has retained the name of this illegitimate branch of the royal line, Bourbon-Vendôme.





## THE VENDÔME 80

# RIVAULDE

### SATURDAY JUNE 8TH

- Leave Place Vendôme in the morning
- Arrive at the Stables of the Château de Rivaulde for a bucolic lunch
- Leave in the afternoon for a second stage before heading for the Château de Chenonceau

### THE RIVAULDE ESTATE

In the heart of the Sologne, the Rivaulde estate includes three thousand hectares of forests, huge stables and an impressive castle, nicknamed a century ago by the then Prince of Wales 'the little Vaux-le-Vicomte'.

The estate was purchased in 1893 by the industrialist Henry Schneider, who transformed it from the cellars to the attics, creating the current building and its stables, which previously hosted traditional hunting parties, once an important form of social networking for the nobility.

The stables of the Château de Rivaulde are listed as a historical monument of France.



## THE VENDÔME 80 **CHENONCEAU**

### EIGHTIES EVENING

- Arrive at Chenonceau and visit of the estate
- Check in to the nearby hotels or castle
- Return to the Chateau de Chenonceau for a private cocktail party
- Exceptional dinner in the Orangery of the Chateau, followed by a private concert with stars of the 1980s

### CHENONCEAU

Built in 1513 by Katherine Briçonnet, then embellished by Diane of Poitiers and Catherine de Medicis, it is also known as the 'Chateau des Dames' as it belonged to a succession of six ladies.

With its five arches over the Cher, it is the only castle-bridge in the world. Between the sky and the water, the Chateau represents pure elegance : with its reflections in the water, this jewel of the Renaissance provides plenty to see and to dream about : richly decorated and furnished rooms, tapestry from Flanders, exceptional art - Le Tintoret, Le Primatice, Rubens - a big gallery over the Cher, amazing kitchens built into the bridge legs, incredible floral compositions to match the seasons.

The chateau's orangery, under the aegis of Chef Christophe Canati, can welcome up to 200 people in the large room.



## THE VENDÔME 80 VENDÔME

### SUNDAY JUNE 9TH

- The cars will leave in the morning for a superb route along country roads to the finish in Vendôme
- Arrive in Vendôme over the Saint Georges bridge
- Parade through the historic city centre
- Cocktail on the banks of the Loire river
- Lunch in the courtyard of the town hall
- Prizegiving for the winners of the photography competition

### VENDÔME

After Chenonceau, the teams will head for Vendôme, a town renowned for art and history

Located in the valley of the Loir river, Vendôme was the capital of Vendôme county. From the end of the 14th century, first the count and then the duke of Vendôme belonged to a cadet branch of the royal family, the Bourbon-Vendôme

In 1589, the Duke of Vendôme became king of France under the name of Henry IV. His son César, married to Françoise of Lorraine, one of the richest heiresses of France, had three children, including Elisabeth of Bourbon, the great-great-grandmother of the future Louis XV. It due to César of Vendôme's private hotel in Paris that we owe the name of the Place Vendôme.





## 1980'S **TOTAL LOOK**

Unfairly categorized as a decade of money and bad taste, the Eighties were nevertheless among the most flamboyant years of the second half of the twentieth century. We will remember them, however, for things like the 'Golden Attitude' of the heroes of the TV series *Dynasty*.

The Eighties also saw the first Post-It notes, the beginnings of the continuous news channels like CNN, Pac-Man and Nintendo video games, the Golf GTi and the rise of DJs and House Music. The decade was marked by the wedding of Charles and Diana, the death of Grace of Monaco, the election of

La Cicciolina to the Italian parliament, and the fall of the Berlin wall.

But the 1980s were also the decade when Michael Jackson sold over 20 million copies of 'Thriller', and when the world population crossed the five billion mark.



## 1980'S CARS

The cars eligible for the Le Vendôme 80 Rally were all produced between January 1st 1980 and 31st December 1989.

In the world of the automobile, many models were designed, produced and put in circulation at a time where the supply did not need to be as diversified as it is today. To the contrary, each manufacturer tried to outdo his rivals in terms of ingenuity and creativity, to create cars which were, and remain, cool.

### SOME OF THE LEADING MODELS :

DeLorean DMC-12, Porsche 928, 944 et 959, Peugeot 205 GTI et Turbo16, Lamborghini Countach, Chevrolet Camaro IROC-Z, Ford Sierra RS Cosworth, Ferrari 288 GTO, BB512i, 308 GTB, F40 ou Testarossa, Mercedes 190E 2.3-16 et 500 SEC, les premières BMW M3, BMW M635CSi et Alpina, Volkswagen Golf GTI et 16S, Renault 5 Maxi Turbo, Alpine GTA, Audi Quattro, Aston Martin V8 et Zagato, Jaguar XJS, Lotus Esprit turbo, Mazda RX-7.

If you don't own any cars from the 1980s, but you want to take part in the Vendôme 80 Rally, we suggest you consult the website Roadstr, which rents out vintage cars to individuals.

They have a wide choice of collector cars available, and reservation is simple. You just have to make a request for the period required, with the number of kilometres needed (approximately 500 km)

<https://www.roadstr.fr>





## 1980's MOTORBIKES

Any bikes entered in the Vendôme 80 Rally must have been available for purchase between January 1st 1980 and December 31st 1989.

The epitome of pleasure, passion and freedom in the 1980s, many of the motorbikes of the era were made in Japan. Some models are emblematic of their era, but all the bikes from the eighties have that little something extra which saw them become timeless legends. When vintage is fashionable, the same goes for the motorbikes.

### SOME KEY MODELS :

Suzuki 750 GSX-R, Honda CX500 turbo, Kawasaki GPZ600R, Yamaha RD500LC.





## 1980's **FASHION**

The key silhouette in the 1980s was an X, meaning extremely wide shoulders with XXL epaulettes or puffed sleeves.

Fashion in the 1980s was also synonymous with flashy colours (fuchsia pink, emerald green, lemon yellow or cobalt blue) and faded jeans, sometimes ripped in a punk style, but also glamorous, like Madonna in 'Who's that girl'. Last but not least, the sweatshirt was seen as sophisticated, chic rather than sportswear, while leggings, tight-fitting and bright coloured, crossed from sportswear into fashion, inspired by films such as Flashdance.

The Vendôme 80 Rally will bring all these elements of style back into fashion for a memorable weekend.

- Gala dinner with a 'Golden Eighties' theme in Paris. The crews will be judged by a jury made up of eminent personalities (including Marc Cerrone) who influenced the fashion and music in the 1980s
- Concert and Eighties evening at the Orangery of the Chenonceau castle.

1980's

## SHOWS



### LEGENDARY CONCERT

Among the performers already confirmed, Caroline Loeb, Jean-Pierre Mader and Joniece Jamison will light the fire of the 1980s with an exceptional playlist made up of the decade's best, from Tina Turner to Donna Summer, with hit after hit, going from 'C'est la ouate' to 'Born to be Alive'.

### FANTASTIC EVENING

After the concert, the rally participants can take to the dance floor with a DJ playing a set of 1980s hits before returning to their accommodation.





## THE VENDÔME 80

### SRO MOTORSPORTS GROUP

SRO Motorsports Group is the architect of modern GT racing. Over the past 25 years, SRO has specialized in the organization of motorsport events all over the world and was also **the organizer of the legendary Supercar Rally from 2001 to 2004.**

SRO Motorsports Group is presided over by its founder and CEO, Stéphane Ratel, and has offices in London, Paris, Liege and Hong Kong. His experienced team, both full-time or freelance, work with the support of the many national sporting authorities and sanctioning bodies to give teams, drivers and manufacturers the best platforms for GT racing, for professional, pro-am or amateur competition.

**SRO**  
MOTORSPORTS GROUP



## THE VENDÔME 80

### ASSOCIATION FOR THE PROMOTION OF FRENCH EXCELLENCE

Founded in July 2018 by the journalist, author and scriptwriter Emmanuel de Brantes, the Association for the Promotion of French Excellence aims to promote and spread French excellence, from tourism in France, its ancestral knowledge, its excellent regional products, its qualified workmen, its remarkable castles and gardens, its renowned cultural events and its traditional 'art de vivre'.

Le Vendôme 80 rally is the first event that the association has initiated in order to build up a cultural, touristic and commercial bridge between the Place Vendôme and the town of Vendôme, jewel of the valley of the Loir.



## THE VENDÔME 80

# THE ROUTE

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The rally will get underway on Saturday June 8th 2019 at 8:00 from the Place Vendôme in Paris, and will finish on Sunday June 9th with a prize-giving lunch in Vendôme in the Loir et Cher.

Exploring the castles of the Gatinais region, the first stage will take you from Paris to Salbris through the magnificent royal forests of Fontainebleau and Sologne.

In the afternoon, you will discover the famous castles of the Loire valley, before visiting the Chenonceau castle.

On Sunday morning you will head down the country lanes along the Loir river, before a parade in the historic Vendôme city centre will finish this first Vendôme 80 rally.



## THE VENDÔME 80

# THE PROGRAMME

### FRIDAY JUNE 7<sup>TH</sup> : PARIS

- From 14:00, welcome of the participants
- Exhibition of the cars on Place Vendôme
- Administrative checks and distribution of the roadbooks
- 17:00 : Concours d'Elegance with prize-giving during the evening
- Cocktail party and Gala evening from 20:00 in the Ritz Paris hotel

### SATURDAY JUNE 8<sup>TH</sup> : CHENONCEAU

- Leave Paris between 8:00 and 9:00
- First stage approximately 250 km long
- Lunch at the Stables of the Rivaude Castle
- Second stage approximately 100 km long
- Visit of the Chateau of Chenonceau
- Check in to your hotel in the area
- Cocktail party and dinner in the castle's Orangery, including a private concert

### SUNDAY JUNE 9<sup>TH</sup> : CHENONCEAU - VENDÔME

- Leave Chenonceau between 10:00 and 10:30
- Arrive in Vendôme at the end of the morning by the St Georges gate
- Parade in the historic city centre
- Cocktail and lunch in the courtyard of the Vendôme town hall
- Prize-giving for the winners of the photography competition

The crews will be free after lunch, by the middle of the afternoon.



## THE VENDÔME 80

**ENTRY FEES****FOUR OPTIONS:**

- **Standard package (car or bike): 2700 €** including VAT
- **Motorbike Package (the same as for the standard package but for a single participant): 1950 €** including VAT
- **Premium Package\* : 2950 €** including VAT (\*accommodation in a superior category hotel)
- **Package for Partners and VIPs\* : 3600 €** including VAT (\*accommodation in the Chateau, one additional guest for the Gala dinner at the Ritz Paris and option to invite additional guests to make up a table of 10 guests at a price of 1900€, private visit of the Chenonceau castle, company logo on the roadbook and photo call)

A maximum of 80 cars will be selected by the organizing committee

Entries will be confirmed as soon as the dossier is validated.

Eligible models of car or motorbike are those available for sale between January 1st 1980 and December 31st 1989.

Diesel engine vehicles are not eligible to take part in the rally.

**The entry fee includes the following for two people and their vehicle:**

- The general organization of the rally
- The logistical support
- Mechanical assistance
- Accommodation in the Amboise area in a four-star hotel in a double room with breakfast
- Gastronomic meals at each stage
- The gala evening on Friday
- The private concert on Saturday evening
- The civil liability insurance of the organisation
- Security for the cars overnight
- The Roadbook
- The photographic and video production
- Two rally numberplates and two sets for numbers for your doors
- Collection and transport of your luggage to the hotel (motorbikes only)

**The following items are not included:**

- Fuel for your vehicle
- Insurance for your vehicle and for the passengers
- Hotel in Paris for the night of June 7th.

**CANCELLATION CONDITIONS**

To be taken into account, any cancellation must be made in writing.

**ORGANISATION ASSISTANCE**

The organization will make a mechanical assistance service available to all the vehicles taking part. It will follow the vehicles throughout the route and during the stages.

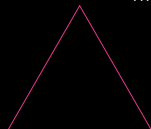
This assistance service is included in the entry fee.

If you do not have a suitable vehicle but wish to take part, please do not hesitate to contact us, we will help you with a list of specialized rental companies.

**CREW PARTNERS**

If the crews wish to use a sponsor, this must be validated by the organization committee.

The organization reserves a place on both doors in order to affix the racing numbers.



## THE VENDÔME 80

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