

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



75 Heures pour 75 Ans
10th , 11th , 12th , 13th July 2009



INTERIM REPORT
ACI



23rd January 2010



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





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Overview

- **Celebration of the 75th anniversary of the Traction Avant, July 10th to 13th 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

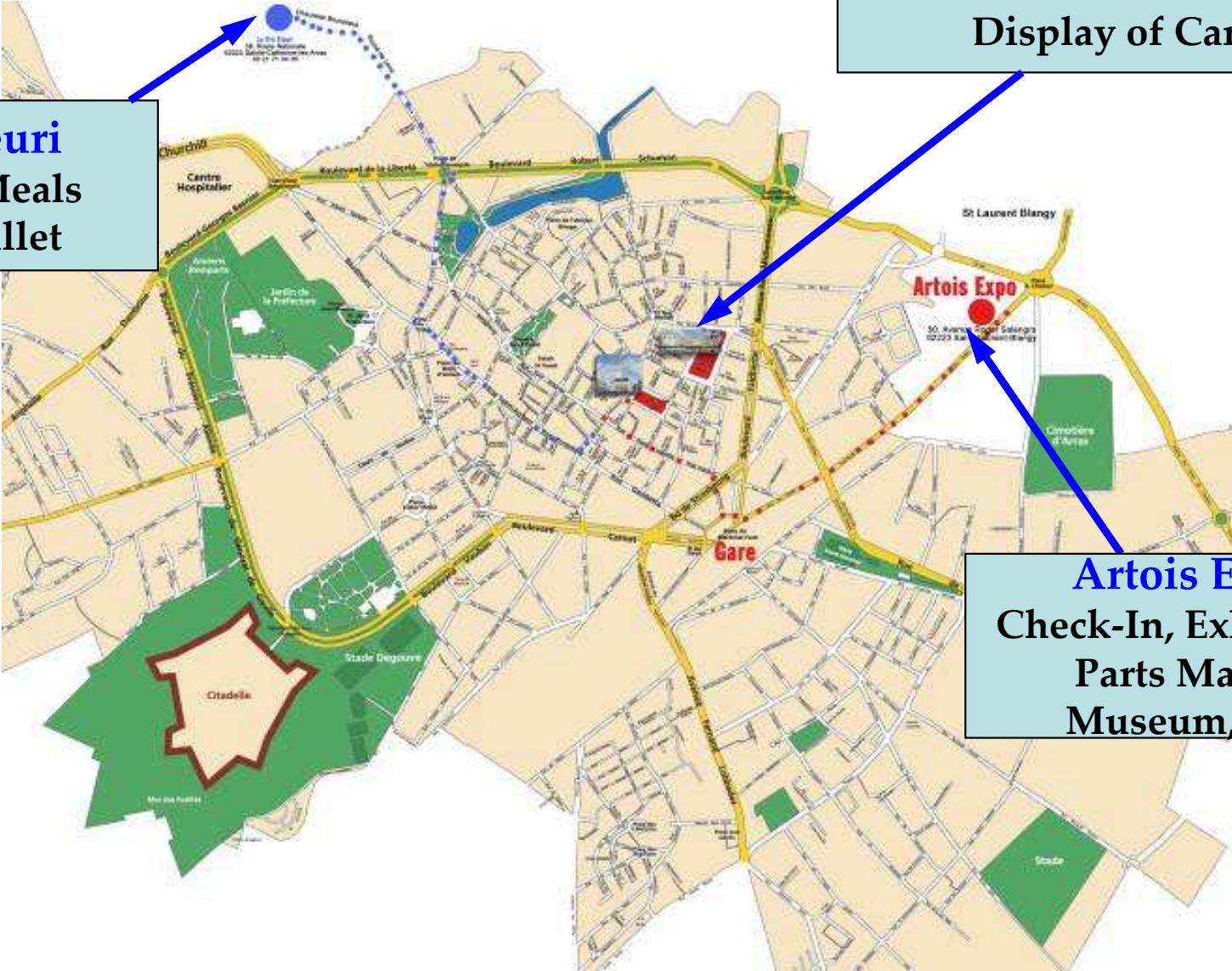
- To bring together 1000 Traction Avant as well as several thousand visitors from all corners of the world including Australia, Canada, America etc. For a period of 75 hours.
- To introduce the Traction Avant to a much wider public
 - The development and advanced technology
 - Its special place in the 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..





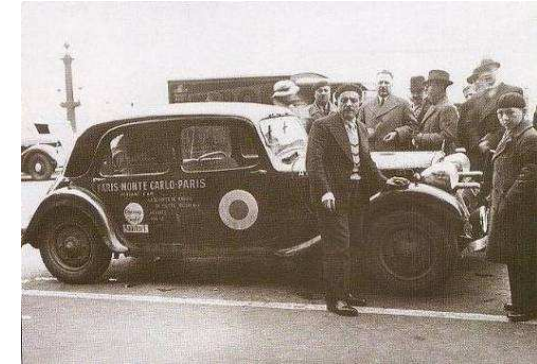
Program for the 75 Hours

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





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 : GEFECO 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 ?**



