



LA CROISIÈRE VERTE 2024

On the road to a more sustainable mobility

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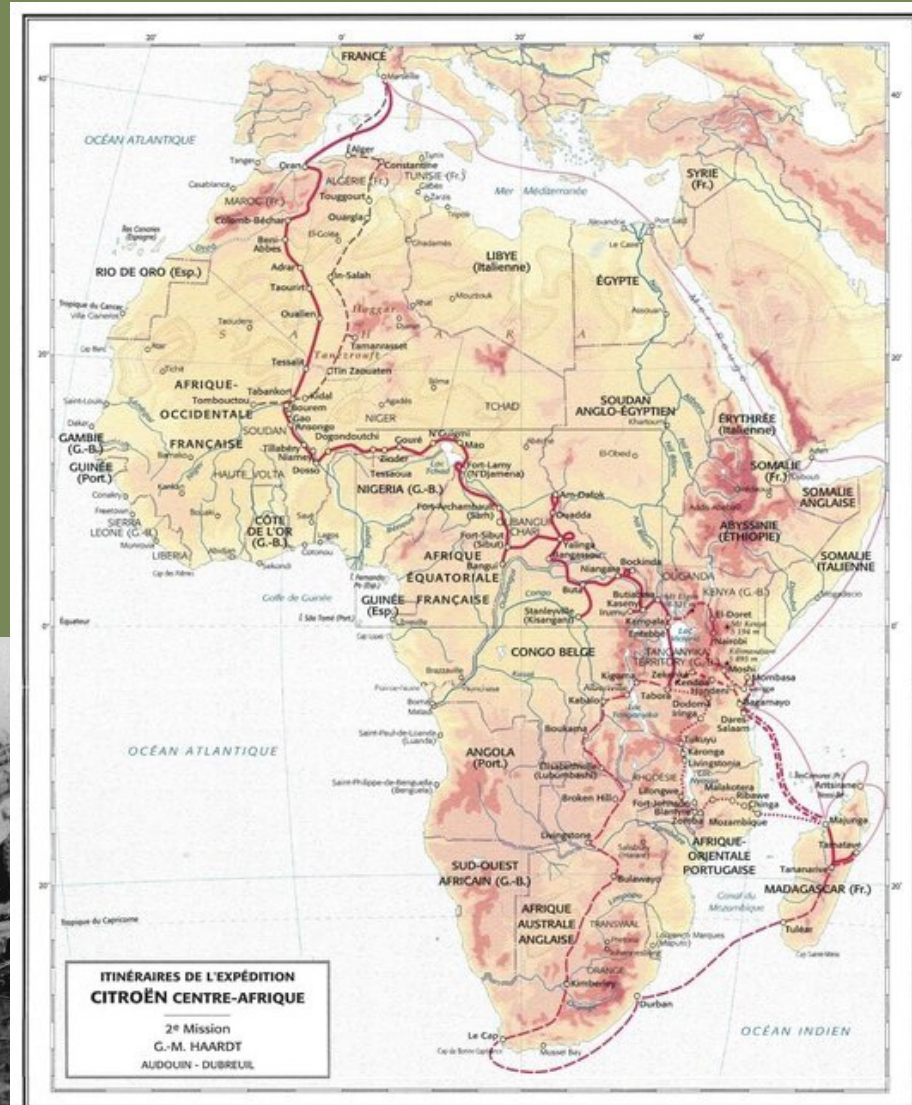
Centennial

CELEBRATING 100 YEARS OF LA CROISIÈRE NOIRE LA CROISIÈRE VERTE 2024

In October 1924, André Citroën organised an incredible expedition across Africa. The ambitious and risky objective for the time was to cross the entire African continent from north to south for the first time aboard cars. This mission, which also had a scientific dimension, was also intended to bring nations closer together by opening up communications to encourage economic development.

La Croisière Noire was born. Exactly 100 years later, driven by the same spirit of innovation, discovery and adventure, Éric Vigouroux, entrepreneur and former rally-raid driver, has decided to take up the same challenge, to celebrate the centenary of this extraordinary adventure, but for the first time, with electric cars powered by renewable energy.

It is the launch of La Croisière Verte.



To organise a major expedition from North to South Africa in 2024 using light electric mid-size vehicles. The model chosen, the Citroën Ami, is a vehicle produced in Morocco, where it is also distributed, as well as throughout Europe.

La Croisière Verte will set off from Paris during the Paris Motor Show. October 16th will mark the departure of the convoy, which will travel across France to Marseille, from where the expedition will board a ferry to the port of Tanger in Morocco. The official start of the expedition will take place from Ouarzazate on 28 October 2024, 100 years to the day after the departure of André Citroën's Croisière Noire. It will cover a total distance of over 13,500km, arriving in Cape Town, South Africa, mid-January.

The expedition vehicles will be charging their batteries at all the renewable energy production sites along La Croisière Verte route. A solar kit on board each vehicle will also be used to produce the electricity needed to keep the expedition going in complete autonomy, whatever the circumstances.

In all the countries crossed, the expedition will meet students and people interested in the mobility of the future and renewable energies. This crossing of Africa will help explain the significance of La Croisière Verte and add a social dimension to the project.



Top Concept

Expedition



Illustration of the AMI prepared for La Croisière Verte



Citroën AMI

A daring and unexpected choice for a long-distance expedition.

Extremely light and energy-efficient, the AMI is one of the most compact electric car on the market. Its simple design around a tubular chassis is an ideal basis for turning it into a real little electric expedition buggy.

The AMI will be specially prepared for this challenge, with its range extended to 250km (from the original 70km).

La Croisière Verte will consist of 4 Citroën AMI to carry all the equipment needed for the expedition (solar kit, spare parts, tools, food, water, etc.).

100 years after La Croisière Noire, Citroën is once again at the forefront of tomorrow's mobility.

Goals

Going further by travelling light

- ✓ To explain the virtues of light, sustainable mobility.
- ✓ Demonstrate the simplicity, repairability and robustness of this new type of light, zero-emission electric vehicle, even on a varied and difficult route.
- ✓ To push new technologies to their limits and demonstrate their effectiveness.



Goals

Develop the potential of the African continent

- ✓ Promote initiatives, particularly in the sector of renewable energy production.
- ✓ Highlight the African continent's capacity to integrate new technologies.
- ✓ Discuss existing renewable energy infrastructures and promote their development.



Goals

Inspire the younger generation

- ✓ To encourage vocations among the younger generation.
- ✓ To create a great narrative of adventure based on eco-responsible values.
- ✓ To show that mid-size vehicles are not just practical, they are the symbol of a generation that combines pleasure and ecological awareness.
- ✓ Encourage younger people to adopt this fun and environmentally-friendly form of mobility.



Paris Ouarzazate Le Cap

Elaborating the route represent a considerable challenge. All the renewable energy sites along the route need to be listed, and the geopolitical situation in each country to be taken into account.

The aim is to cover around 200km a day at an average speed of 45km/h.

The Croisière Verte is a real adventure. The precise itinerary will be worked out daily depending on the state of the tracks or roads, the weather conditions and certain other imperatives.



Departure from Paris during the Paris Motor Show on 16 October 2024 and the official departure from Ouarzazate on 28 October 2024.

This itinerary is subject to change and adaptation depending on the opening of new renewable energy power stations and the political situation in the various countries crossed.

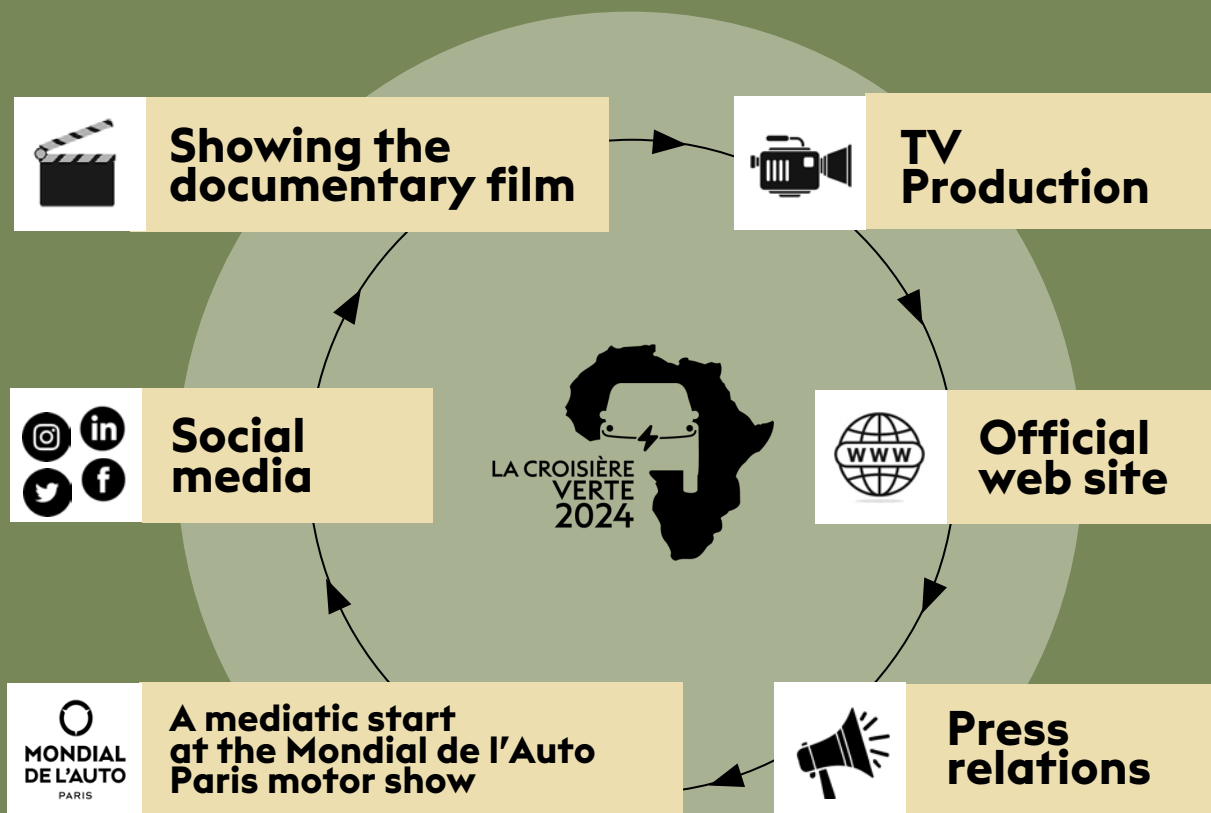


14,000km

Cap Town
Mid-January 2025

Media coverage

A 360° communication



 **JumpStart Studio**
Content and social media agency. Strategy, production, creation and content management for sports and entertainment professionals.

 **Emothicom**
Press relations and communications agency specialising in sport. Consulting and support.

Éric Vigouroux, entrepreneur and former rally-raid driver

After 20 years of competition, the climate crisis, transport-related air pollution and the environmental problems of our time led him to give up his sporting passion. However, his love of the great outdoors, his passion for Africa and his taste for challenge and adventure remain intact.

In 2018, Éric approached the University of Applied Sciences in Bochum, Germany. With a group of students, he built the first solar-powered buggy, which a year later was involved in the record attempt to cross the Simpson Desert in Australia, using only solar energy.

In 2022, after discovering the story of La Croisière Noire in an old forgotten book, he decided to celebrate the centenary of this great odyssey by organising a new motor expedition, this time using ultralight electric vehicles.

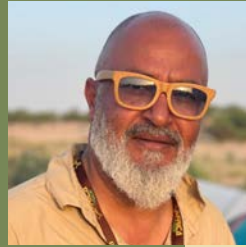


Initiator

AN EXPERIENCED TEAM



Alexandre Winocq
Co-driver and professional mechanic. He has been competing in the most prestigious rally-raids for over 20 years. He will be driving one of the AMI throughout the expedition.



Abdou Thiam
Entrepreneur and adventurer. A former rally-raid driver, Abdou Thiam's status as an African business leader and his knowledge of the field make him an invaluable member of the organising team.



Antonia de Roissard
Co-driver and organisation expert. She was responsible for organising the Mercedes F-Cell World Drive for Daimler and regularly works on a number of international rallies and raids.



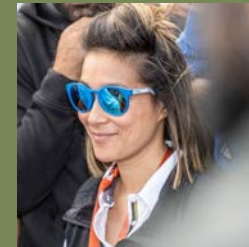
Adélaïde Prévôt-Sailler
Public relations and marketing specialist, she brings to the project her experience in finding partners and raising funds.



Maarten Van Pel
Maarten joined the LCV team as a technical consultant, but not only. His recent 13-month expedition to Africa with his partner driving an electric Škoda is a very useful source of data and information.



Frank Manders
Creator of the 80 Day Race, around the world tour in an electric car in less than 80 days. He is a consultant for La Croisière Verte.



Thida Vuillaume
Consultant specialising in press relations and communications. 20 years' experience in sports events.

Team

Support



Henri-Jacques Citroën

Grandson of André Citroën, he represents the Citroën family and works day in day out to keep the memory of their illustrious grandfather alive, one of the most emblematic French industrialists of the last century!

"The 100th anniversary of the start of La Croisière Noire (28 October 1924 - 26 June 1925), also known as the "Citroën Central Africa Expedition", organised by my grandfather André Citroën, is approaching. This centennial will be celebrated with a new crossing of Africa created by Éric Vigouroux. With his team they will have the onerous task of carrying André Citroën's banner high, reminding us of the importance of this 'Croisière Noire', which enabled us to gain a better understanding of this continent, open up communication routes and bring people closer together."



Ariane Audouin-Dubreuil

Daughter of Louis Audouin-Dubreuil, second-in-command of all the Citroën adventures, she has published some very fine works on all these exceptional expeditions, including a superb book "La Croisière Noire", published in 2014.

"To Éric Vigouroux, whom I received with joy and great interest, to evoke a distant and wonderful Africa. May his expedition be rich in discoveries, encounters and powerful images, just as La Croisière Noire was 100 years ago, so that we remember it with emotion."



Meeting organised on 1 March 2023 by Éric Vigouroux with Ariane Audouin-Dubreuil and Henri-Jacques Citroën.

Citroën and Audouin-Dubreuil are the great names behind La Croisière Citroën. Henri-Jacques and Ariane were immediately drawn to Éric Vigouroux's project and did not hesitate to lend him their support. They will also be taking part in public relations events to remind people of the incredible story of La Croisière Noire expedition of 1924. Their involvement is a huge honour and a great encouragement for Éric and his team.

Support



Bertrand Piccard

A legendary dynasty carrying on a tradition of scientific exploration and protection of the environment, Bertrand Piccard putting his reputation as an explorer and his sensitivity as a doctor at the service of progress, the environment and quality of life.

With his dual identities as a doctor-psychiatrist attentive to the origins of problems and an explorer in search of new ways of thinking, Bertrand has become a voice listened to by the biggest institutions. One of the first to look at ecology from the angle of profitability, he became United Nations Ambassador for the Environment and Special Adviser to the European Commission.

"I have agreed to support the candidacy of *Éric Vigouroux* to become an active member of the *Société de Géographie Française*. I think his commitment over the last few years to promoting more responsible mobility through a number of valuable initiatives deserves to be encouraged. One of the aims of the *Croisière Verte* will be to demonstrate once again that by travelling lighter you can go further and still significantly reduce your carbon footprint! "

The French Explorers Society (SEF) was founded in 1937 by renowned explorers, including Louis Audouin-Dubreuil, who was the second-in-command of all the Citroën Cruises.

The SEF is open to those who share the idea that life itself is an adventure. Its objective is to bring together exploration, scientific research, and human adventure, with a focus on progress and sharing. It also aims to affirm and transmit the values of the spirit of adventure, exploration, and discovery to the general public, notably through partnerships, the creation of events, and by supporting the emergence of new expedition projects by granting them its sponsorship.

The fact that the French Explorers Society has decided to grant its sponsorship to La Croisière Verte is a true recognition of which Eric Vigouroux and his entire team are particularly proud.



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