

# 18 SEPTEMBER 2021



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## PRESS KIT



## ON THE TRAIL OF AÉROPOSTALE

3000 KM  
8 DAYS  
SENSE OF SOLIDARITY  
CAP JUBY, MOROCCO  
AÉROPOSTALE  
ACROSS 3 COUNTRIES  
3<sup>RD</sup> EDITION



3<sup>rd</sup> EDITION

WITH THE ELECTRIC VEHICLES

### ECO-RAID

ON THE  
TRAIL OF

### AÉROPOSTALE

FROM TOULOUSE TO CAP JUBY - SAHARA (MOROCCO)

## PRESS KIT THE GREEN EXPEDITION 2021

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## TESTIMONIAL BY BASTIEN HIEYTE, PILOTE OF THE GREEN EXPEDITION 2018

*"I have always loved the desert. One sits down on a desert sand dune, sees nothing, hears nothing. Yet through the silence something throbs, and gleams..."*

Extract from *The Little Prince*, Antoine de Saint Exupéry.



## THE GREEN EXPEDITION 2021, an adventure with electric vehicles

Atypik Travel Organisation (A.T.O.) presents the 2021 edition of The Green Expedition, starting on 18 September 2021 from Toulouse. Aboard electric vehicles, participants will face a route filled with challenge and adventure, as they follow the trail of the iconic Aéropostale route, reaching Cape Juby in Morocco a week later.

After 3,000 km and around eight days of competition by electric motorcycle or car, the first to arrive in Cape Juby will be declared the winner. In the spirit of a transatlantic yacht race, participants are free to follow their own itinerary until they reach Casablanca, using their own strategy for charging their vehicle. Combining competition, ecology and solidarity, this race takes participants to the edge of the Sahara and offers fans nail-biting suspense as they wait to find out who will be first across the finish line!

Those with a thirst for adventure, top-level athletes, personalities and entrepreneurs will have to display the necessary qualities – motivation, tenacity, strategy and adaptation to the terrain – to take a place on the podium, whilst also taking into account the material and technological aspects involved in the race.

This unique challenge, under the honorary patronage of the French Ministry for the ecological and inclusive transition, will put these vehicles of the future to the test.

**“**Known in the organization of motorized endurance raids, with atypical vehicles, carried out all over the world, we asked ourselves the environmental question. We had to integrate the new ecological conditions into our approach. The Green Expedition is an ambitious and relatively daring project. ! **”**

says Bruno Ricordeau, founder of The Green Expedition and manager of A.T.O.





# ORGANISATION AND SPONSORING

## Atypik Travel Organisation - Sojasun

In 1990, the Sojasun company created a «Raid des Baroudeurs / Sojasun» department in charge of the organisation of car rallies with a wide variety of destinations including Morocco, South America and the China cruise ( Paris - Beijing) in 2007.

20 years later, Atypik Travel Organisation took over the «raids» activity of Sojasun, of which the latter remains a privileged partner.

Atypik Travel Organisation, based in Sillé Le Guillaume in the Sarthe region of France, has a recognized knowledge in the organisation of raids around the world (more than 60 raids to its credit) including logistical and mechanical assistance and medical aid.

The organisers are committed to providing exceptional, high-quality expeditions. Having organised some of the longest rally raids (34,000 km) along iconic routes (The Silk Road, Pan American Highway, The Spice Route etc.) including the Paris-Beijing Trophy (32 vehicles took part in the latest edition, which began on 7 July 2019), ATO now presents the 3rd edition of The Green Expedition, after Route 40 in April 2018 and Paris - North Cape in February 2019.



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# SOJASUN - Privileged partnership

Sojasun was founded in Brittany in 1988 in Triballat Noyal, a family-run dairy which had been committed to environmentally and socially sustainable agriculture since the 1970s when they discovered soy and its remarkable nutritional and environmental benefits, the company had a revolutionary idea: to use their experience and transform the soy bean into what would become the famous soy dessert, Sojasun.

Today, the Sojasun brand offers around forty different products, including soy-based desserts, drinks, ready meals and culinary ingredients.

## Sustainable development has been at the heart of our company for 25 years:

- + Choosing renewable energy
- + Environmental criteria when choosing our packaging
- + Reducing pollution related to the road transport of our products.



This is why the company has been supporting the organisation of atypical vehicle raids since 1990, and has naturally committed itself to participate in The Green Expedition.

“*Electric mobility has always been anchored in Sojasun's values. Françoise Clanchin who created the company in 1988 has been driving electric vehicles for more than 20 years. Our company is fully committed to a CSR approach that promotes the use of bio-fuels for its trucks and encourages its staff to eco-driving. It is therefore a matter of course to participate in The Green Expedition. From now on, driving an electric vehicle is no longer a utopia but a reality. Everything that can be done to promote the development of electric vehicles and all the steps that can be taken to support good practices will be virtuous.*”

*says Olivier Clanchin, CEO of Triballat/Sojasun*

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## ERIC LOIZEAU, THE SPONSOR OF THE GREEN EXPEDITION

Eric Loizeau, born October 3, 1949, is a French sailor and mountaineer. He is known for being one of the great skippers of the 1980s. He is the organiser of the Trophée Mer Montagne.

The «Captain» thus confirms his commitment to the planet by pointing out that :

“*In this fundamental period of drastic changes in our habits in the hope of saving our planet, I can only welcome the initiative of Bruno Ricordeau and his team for organising this Green Expedition which will put electric vehicles in the spotlight as a necessity in the world of tomorrow.*”



Eric Loizeau (right) and Laurent Bignolas, committed together to the protection of the planet .

# PRESENTATION OF THE RALLY - RAID



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## THE CONCEPT

In April 2018, The Green Expedition was the first and longest eco rally raid in the world. Its ambition was to test the three main types of electric vehicle: cars - motorcycles - bicycles. Champions, top-level athletes and personalities took part in each category. This 20-day long, 5,000-kilometre race aimed to show that even clean vehicles could perform in a long distance rally raid on the other side of the world through wild and rugged landscapes.

In February 2019, The Green Expedition set a new challenge with a rally raid of nearly 5,000 km from Futuroscope to Paris then Paris to the North Cape. Extreme cold and below freezing temperatures (up to -28°C) put batteries and competitors to the test. But all the cars and motorcycles taking part crossed the finished line within the time limit after a two-week long rally raid.

**In September 2021, The Green Expedition is innovating once again by recreating the iconic itinerary of the Aéropostale route which linked Toulouse to Cape Juby, via Spain and Morocco. The race will finish next to the fort where Saint-Exupéry, who was named airfield manager of the Cape Juby outpost in 1927, wrote the first lines of his book *The Little Prince*.**

“It remains a challenge to involve market players in the electric sector, but we sincerely believe that The Green Expedition prefigures what tomorrow’s motorized raids will be like. In 2018, we only had 6 vehicles on board, but this first edition was the playground for the 3 main electric mobilities and it received the support of 2 States.”  
declares Bruno Ricordeau, CEO of Atypik Travel Organisation



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# NEW FOR THE 2021 EDITION

- **The iconic itinerary of Aéropostale !**
- **A prologue between Futuroscope (Poitiers) and the city of Toulouse.**
- **A real competition open to both cars and motorcycles.** The choice of itinerary, particularly in Spain, will be one of the key elements for a successful race. Participants need to perfect their charging strategy and their choice of charging stations to be in with a chance of finishing first in Cape Juby.
- **As a nod to the original vocation of Aéropostale,** letters written by French school children will be transported aboard the electric vehicles and delivered to Moroccan schools between Tangiers and Cape Juby (Tarfaya). The aim is to promote cultural exchange and to reflect on important issues such as sustainable development and global warming.



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## THE CHALLENGES

- **Technical :** participants will have to optimise their race strategy. The ingenuity of the driving or riding and the choice of route and charging points will be determining factors as the power capacity of the vehicles are put to the test in the various conditions along the 3,000 km race route (wind, differences in temperature, uneven terrain etc.). Only exemplary eco-driving will lengthen the vehicle's range during each stage.
- **Ecological :** Participants will complete the race using zero emission vehicles. The use of petrol or diesel generators is not allowed. If needed, participants can use small charging bays (battery powered).
- **Competition :** to successfully complete the 3,000 km route and reach the dunes of the Sahara in only eight or so days, participants will need to be in good physical condition, to have prepared properly, to show endurance and be able to push their limits.
- **Solidarity :** the eco-conscious drivers and riders will meet children to talk about issues that affect the environment and the planet. TGE is committed to providing educational materials (see page 8 for more details).

## THE ITINERARY AND ASSISTANCE



### FREE ITINERARY UNTIL CASABLANCA (I.E. INCLUDING ALL OF SPAIN): THE SPIRIT OF A YACHT RACE!

A prologue will be organised on 18 September from Futuroscope to Toulouse. After the official start on 18 September from Toulouse, the “pink city”, participants are free to choose their own itinerary until they reach Casablanca. In the spirit of a yacht race, the organisers will not provide any assistance during this part of the rally, except the geo-localisation of participants and the use of a hotline for emergencies (any calls are subject to penalties). Participants decide on their route depending on their charging strategy – they are free to choose charging points and stop overs.

### IN MOROCCO

A.T.O will provide technical and logistics assistance as well as medical aid. It will also organise all accommodation, meals and charging points from Casablanca (included in registration fees).

During the race, one of the main challenges will be to find charging points to charge the vehicles, especially in Spain where charging stations are still few and far between. One of the goals of the rally raid is to show local authorities the importance of such a network of charging points, insisting on the efficiency of those powered by renewable energy sources.

Overall, motorcycles have a slight advantage in the competition because the bikes can be charged using 220V sockets (at service stations for example). Therefore the lack of charging stations will be less of a problem for this category!

DATE	STAGES
17/09	PROLOGUE FUTUROSCOPE - TOULOUSE
18/09	START IN TOULOUSE «Piste des Géants»
21/09	CASABLANCA (the “fastest” participants should arrive from 20 Sept.)
22/09	MARRAKECH
23/09	AGADIR
24/09	GUELMIM
25/09	FINISH IN CAP JUBY - TARFAYA

## THE PLANNING



Race regulations are available on request.



# THE CIRCUIT



- A 3,000 km route over eight days, open to electric motorcycles and cars

- 20 car teams and 10 motorcycle teams compete to be the first to arrive in Cape Juby



Thanks to the use of electric vehicles, enjoy breathtaking landscapes without the noise! The itinerary of The Green Expedition will transport you back to the iconic Aéropostale route with its wild and rugged landscapes, between desert, sea and mountains.



# A PROJECT WITH A SENSE OF SOLIDARITY



As a tribute to Aéropostale, letters reflecting on ecology and sustainable development will be exchanged between French and Moroccan school children. Thanks to the support of our sponsors, there are also plans to help set up libraries and multimedia rooms in a selection of schools in rural areas of Morocco.



Finally, technical colleges in France, such as Lycée Paul-Héroult in Gap, have been invited to work on projects involving electric vehicles (designing or restoring) and will have the opportunity to share their projects with technical colleges in Morocco by participating in the rally with their vehicles.



# PRESS COVERAGE

> Website & blog of the adventure : [www.thegreenexpedition.fr](http://www.thegreenexpedition.fr)

> Facebook page : <https://www.facebook.com/The-Green-Expedition-Sojasun>

> Social network :   

## EXAMPLE OF THE GREEN EXPEDITION 2018

### — TV FEATURES :

Interviews and various reports broadcasted several times



Complete press review  
available on request.

### — RADIO REPORTS :



### — PRINTED PRESS :

IN FRANCE, about 150 articles and inserts (grouped in a pressbook available).



IN ARGENTINA, about 150 press articles and wide presence on social networks (press review available).

### — PRESENTATIONS:

#### 3 PRESS CONFERENCES

Embassy of France in Argentina, Embassy of Argentina in Paris, Conference at the Mercure Hotel, Le Mans

#### 1 UNIVERSITY LECTURE

University of Santa Cruz, Argentina

#### 3 TRADE FAIRS

Electric and Hybrid Vehicle Show (Val d'Isère), 2nd e-rally in Montecarlo, Autonomy Show in Paris

## 2018 MEDIA IMPACT - KEY INDICATORS

### — TOTAL EAE (Purchase of Advertising Space equivalent):

**381 K€**

**including TV: 206 731 € and written press: 173 270 €**

Total includes all press, TV, radio and web releases.



## EXEMPLE OF THE GREEN EXPEDITION 2019

Complete press review  
available on request.

### — TV FEATURES :

Over more than 10 TV reports broadcast on France 2 - Télématin and Franceinfo TV programs







1 TV report broadcast on Ushuaïa TV



1 web presentation on a corporate website: Easy Electric Life (Renault Group)



### — RADIO REPORTS :







### — PRINTED PRESS :















### — CONFERENCES :



June 06, 2019 at La Ferrière - 85 (Vendée energy tour)

## 2019 MEDIA IMPACT - KEY INDICATORS

### — TOTAL EAE (Purchase of Advertising Space equivalent):

**298,9 K€**

including press : 46 400 €, TV: 214 830 €, radio: 2 750 € and web: 35 000 €

### — CONTACTS (opportunities to be seen):

**1,29 MILLIONS**

### — VOLUME (number of spin-offs identified by Kantar Media):

**73**

Total includes all press, TV, radio and web releases.

# TESTIMONIAL BY BASTIEN HIEYTE

## BASTIEN HIEYTE



### PROFILE

French trial bike rider, Bastien Hieyte holds a number of victories in national and international competitions, including 4 French champion titles (in 2008 - Open category, French Team Champion and French Champion in the classic Expert category; and in 2014 - S2 category). In 2017, he finished third at the Trial World Championship (electric category). In 2018 he took part in the first edition of The Green Expedition - Ruta 40, riding a Zero DS.

### VEHICLE

ZERO DS 2017 electric motorcycle equipped with the following accessories:

- PowerTank battery extension: total 16.3 kWh
- Touring windscreen • GIVI Trekker alu Top case
- Handguards • chaine Kit
- 2 external chargers giving a charging capacity of 3.3 kW using a simple 220V-16A socket

Technical specifications:

- Net power 45 kW at 5300 rpm
- Max torque 110 Nm
- Max speed: 158 km/h
- Range depending on terrain/use: between 200 and 300 km in this configuration
- Price of a full charge: approx. €2.50 (France)
- Weight approx. 215 kg for this fully equipped version



### ABOUT THE MANUFACTURER

Founded in a garage in California, the company quickly grew into an internationally known motorcycle brand. Zero Motorcycles is the next step in motorcycle evolution. Distributed in France by CityBike 69.

### WHY TAKE PART IN THE GREEN EXPEDITION ?

"Taking part in The Green Expedition represents a triple challenge: it allows you to prove from a technological point of view that an electric motorcycle is on a par with its petrol counterparts; it is an opportunity to fight for a cleaner future; and as a competitor it pushes you to go beyond your limits. I have been riding electric motorbikes for 9 years. I know the bike inside out and I know what problems can come up (editor's note: having taken part in The Green Expedition 2018)."

### ADVANTAGES

Technical advantages of ZERO MOTORCYCLES motorbikes:

- High torque even at low rev
- High power-to-weight ratio thanks to an aircraft-grade aluminium frame
- TRAIL model with SHOWA suspension adapted to any terrain
- Exceptionally long range for a motorbike
- No gear change, no vibration, no fumes or smoke, no warm up time or cooling problems



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The Green Expedition also welcomes media partners to come and follow the race as it happens.  
Please contact us if you are interested in covering the rally raid.



### REGISTRATIONS:

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