

LE VENDÔME

80

BACK TO THE 80'S  
**RALLYE TOTAL LOOK**

21<sup>ST</sup> - 22<sup>ND</sup> - 23<sup>RD</sup> MAY 2021



## LE VENDÔME 80 80's



The Vendôme 80 is an extraordinary trip down memory lane, gathering together around fifty exceptional cars produced in the 1980s. These classic cars will be exhibited on the Place Vendôme before heading to the castles of the Loire Valley. The finish will take place on Sunday 23rd May in an exceptional location in the town of Vendôme, jewel of the Loir Valley.

Our total look rally will allow you to dive back into the 80's throughout the weekend. The schedule for the event will include a Total Look Contest, with prizes for the best outfits and accessories from those entered in the rally, as well as a photo competition that will combine taking a selfie in front of various locations along the road, with additional points for style, artistic merit and fun. Prizes will be awarded at the closing ceremony, which will take place on the Sunday in Vendôme.

This year, we are pleased to announce that part of the entry fees for the rally will be donated to the Alzheimer's Research Foundation.



## LE VENDÔME 80 PLACE VENDÔME



The Place Vendôme bears that name because it was once the location of the Duke of Vendôme's "hôtel particulier". The three children of Gabrielle d'Estrées, the only legitimate children of King Henri IV of France, lived there.

When Louis XIV came to the throne, the Duke of Vendôme, last to carry that name, sold his home to the Sun King who tore it down and created, in its place, a huge square where his ministers could be housed. Since then, the place has retained the name of the royal line of the Bourbon-Vendôme.

### FRIDAY, MAY 21ST

- Meet and greet with the participants at the Place Vendôme and distribution of the roadbooks
- Leave from Place Vendôme in the early afternoon and first stage of the rally.
- Arrival at Les Sources de Cheverny for the first 80's night during which the jury of the Concours d'Elegance will judge the participants.



LE VENDÔME 80

## LES SOURCES DE CHEVERNY



© David Grimbert

The Sources de Cheverny, hotel and spa, is a magical place where time has stood still. A fairytale castle, a hamlet of elegant cabins, a pond lined with gorse bushes, and stone cottages rub sit side by side like in a dream.

This haven of peace, which includes a spa, invites its guests to rest, to think and to enjoy the food. The Auberge des Sources de Cheverny is renowned for its dishes from the impressive rotisserie, its grands crus and its gastronomic delights.

### SATURDAY 22ND MAY

- Leave les Sources de Cheverny in the morning.
- Midway point: visit and lunch at the Château de la Bourdaisière, former property of the mistress of King Henri IV, Gabrielle d'Estrées.
- Leave in the afternoon for a new stage including a stop in a village which symbolizes the rural heritage of France.

## LE VENDÔME 80 CHÂTEAU DE CHAMBORD



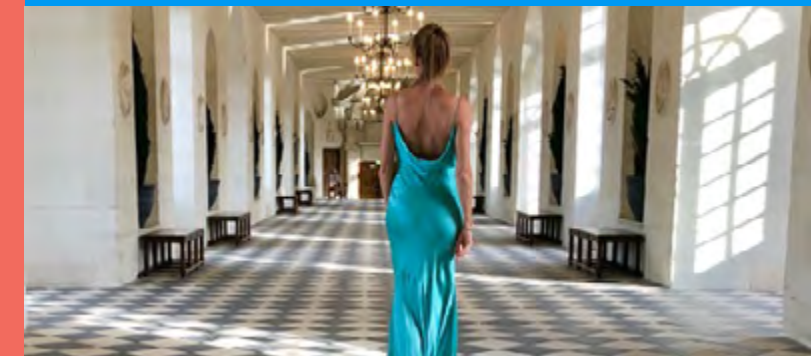
Built in the heart of the largest enclosed forest park in Europe (approximately 50 km<sup>2</sup> surrounded by a 32 km long wall), the Château de Chambord, a jewel of Renaissance architecture, is the largest of the Loire Valley castles and the only royal estate still intact since it was created by François 1st five centuries ago.

In 2017, after a large-scale restoration of the French gardens, the castle exceeded one million visitors for the first time in its history. Cars will be able to park on the south side of the Château along the Allée Royale.

Those taking part in the Vendôme 80 will be received like princes and will dance at the foot of the famous double-revolution staircase designed by Leonardo da Vinci.

### 80'S PARTY

- Arrive at Chambord, where the cars will be parked on the royal road leading to the castle.
- Visit of the castle with its French gardens and potager, before enjoying cocktails on the panoramic terraces overlooking the park of the castle.
- Dinner and Golden Eighties evening in the majestic setting of Chambord's vaulted rooms.





## LE VENDÔME 80 VENDÔME

After Chambord, 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 the Vendôme county. From the end of the 14th century, first the count of Vendôme and then the duke of Vendôme belonged to the 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 XIV. It is due to César of Vendôme's private "hôtel particulier" in Paris that we owe the name of the Place Vendôme.

### SUNDAY 23RD MAY

- The cars will leave in the morning for a superb route along country roads.
- Exclusive stage and visit of an exceptional private castle.
- Arrival in Vendôme through the Saint Georges gate for lunch at the Chapelle St Jacques and prize-giving ceremony for the winners of the photography competition.





## LE VENDÔME 80 TOTAL LOOK

Unjustly known as the decade of show-off, the 80s are nevertheless among the most flamboyant, most fluorescent decades of the 20th century.

They are the years of Thierry Mugler, Kenzo and Jean-Paul Gaultier. The years when any extravagance was allowed, when we dared to do anything!

The 80s were also the time of the Walkman, bandanas and roller skates!

But in the automotive niche, these years are synonymous with significant progress, and a revolution in design, allowing certain models to leave their mark on history. We remember for example the Golf GTI, the Renault 5 Turbo, or the mythical Ferrari Testarossa!

New musical trends also emerged, with videos clips becoming essential.

We remember Michael Jackson and his moonwalk, Madonna and Prince...

It's a festive, excessive decade, a transition period between disco, funk and pop! These trends reflected the state of mind of the time, "we just want to have fun!".

We offer you a chance to go 'Back to the Future' to the craziest decade of the 20th Century! Welcome to the "Total Look Le Vendome 80 Rally, edition 2!





## LE VENDÔME 80 CARS

**T**he cars eligible for Le Vendôme 80 rally were all produced between January 1st, 1980 and December 31st, 1989.

In the automotive world, many models were designed, produced and put into circulation at a time where the supply didn't need to be as diversified as it is today. Each manufacturer tried to outdo his rivals in terms of ingenuity and creativity to produce cars which were and remain to this day utterly 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 1980's, 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 collectors' cars available and reservation is simple. All you have to do is make a request for the period required with the number of kilometres needed (about 500 km)

<https://www.roadstr.fr>

## LE VENDÔME 80 PHOTO CONTEST

Several competitions will be organised during the rally.

The first is the elegance contest that will take place on Friday evening, followed by the photo contest that will take place throughout the weekend. Participants will have to take selfies in front of the crossing points or take pictures of themselves in front of specific places.

It will be necessary to include a funny photo, an artistic photo and a photo with your outfit from the 80s.



## LE VENDÔME 80 **THE ROUTE**



The rally will get underway on Friday, May 21st from Place Vendôme in Paris and will finish on Sunday, May 23rd with a prize-giving ceremony in Vendôme, in the Loir-et-Cher.

The different stages of the rally will take you from Paris to Vendôme, passing through the great French state forests, the most picturesque villages of the Centre region and the famous castles on the banks of the Loire river.





## LE VENDÔME 80 **THE PROGRAMME**

### FRIDAY MAY 21ST: PARIS

- Welcome of the participants at the Place Vendôme
- Administrative checks and distribution of the roadbooks
- Departure from Place Vendôme in the early afternoon
- Arrival at the end of the day at the Sources de Cheverny
- Elegance Contest followed by a cocktail party, dinner and accommodation on site

### SATURDAY MAY 22ND: CHAMBORD

- Breakfast and participation in the day's stages
- Lunch in a private castle
- Departure for the afternoon stage
- Cocktail party and dinner at the Château de Chambord followed by a wild 80's evening
- Accommodation at the Sources de Cheverny.

### SUNDAY JUNE 9TH: VENDOME

- Breakfast and participation in the final stage
- Exclusive stage and visit of an exceptional private castle.
- Arrival in Vendôme by the Porte Saint Georges for lunch at the Chapelle St Jacques.
- Prize giving ceremony for the winners of the photography competition

# LE VENDÔME 80 ENTRY FEES

## FIVE OPTIONS :

- **Package Standard :**  
**2940 Euros including VAT\***
- **Package Premium :**  
**3480 Euros including VAT\***  
(Deluxe or Prestige room)
- **Package for partners and VIPs:**  
**4440 Euros including VAT\***  
(Prestige or Suite room, private tour of the Château de Chambord, one spa treatment at the Sources de Cheverny, company logo on the roadbook and photo call)
- **Saturday Package :**  
**840 Euros including VAT\***  
(lunch included but without accommodation)
- **Saturday+ :**  
**1 320 Euros including VAT\***  
(lunch and gala dinner included without accommodation)

A maximum of 80 vehicles will be selected by the organizing committee.

Entries will be confirmed as soon as your document is validated.

Eligible car models 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 organisation of the rally
- The logistical support
- Mechanical assistance
- Accommodation at Les Sources de Cheverny, in a double room with breakfast
- Gastronomic meals at each stage
- The gala evening party on Saturday evening
- The civil liability insurance of the organisation
- Security for the cars overnight
- The roadbook
- The photographic and video production
- Two sets of numbers for your doors

## The following items are not included :

- Fuel for your vehicle
- Insurance for your vehicle and passengers
- AR transport of the crew and the vehicle.

## Other Possibilities:

- Single room
- Collection and transport of your luggage to the hotel

## CANCELLATION POLICY

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

In case of withdrawals, reimbursements are as follows:

- For a cancellation from 1st February to 15th April 2021: deduction of the deposit paid on registration.
- - From 15 April 2021: 100% of the registration fee will be retained.

No derogation will be made to these dispositions.

In case of force majeure due to the Covid 19 pandemic, if there is a requirement to quarantine and/or a travel ban is put in place for Paris, SRO will reimburse the deposit paid or will transfer it to the next edition.

## 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.



## SRO MOTORSPORTS GROUP

SRO Motorsports Group is the architect of modern GT racing. Over the last 25 years, SRO has specialized in the promotion and 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, Liège 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 professional, pro/am or amateur competition.



## ASSOCIATION POUR LA PROMOTION DE L'EXCELLENCE FRANÇAISE

Founded in 2018 by journalist and author 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 craftsmen, its remarkable castles and gardens, its renowned cultural practices, and its traditional “art de vivre”.

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

# LE VENDÔME 80 CONTACTS

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### CONCEPTION

Emmanuel de Brantes

### DESIGN

SRO Motorsports Group

### COORDINATION GÉNÉRALE

SRO Motorsports Group

Avec le soutien de l'Association pour la Promotion de l'Excellence Française



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