



THE PAU MOTORS FESTIVAL

When a territory's declared ambition to be carbon neutral leads to a unique project in France: To redesign a heritage event, full of history, the Pau Grand Prix, to serve the energy transition and new mobilities.

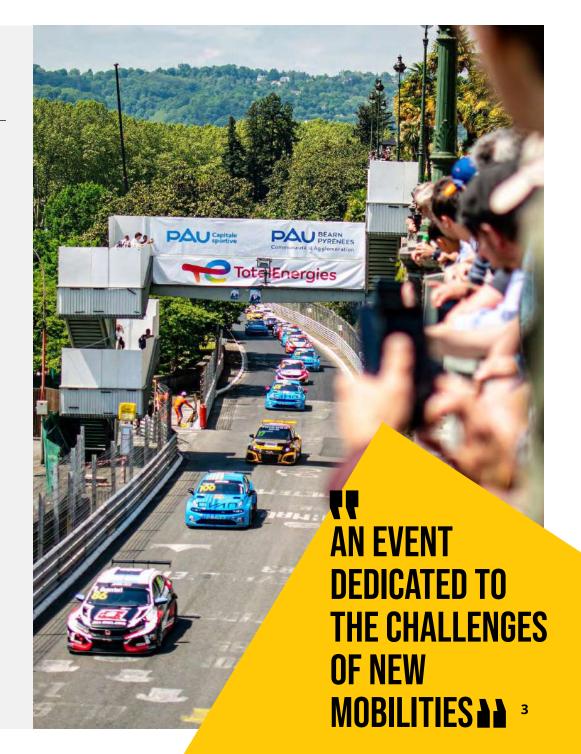
The historic setting of the legendary race in the centre of Pau hosts a new festival, a **European showcase for electric propulsion**, hydrogen solutions and new fuels, as well as a tribute to the great hours of the automobile and exceptional drivers.

This was the challenge achieved by Pau Motors Festival in 2022, with **nearly 160,000 people** attending the two weekends events and **a worldwide audience**.

The 80th edition of the Grand Prix de Pau and its "classic" version, in May 2023, will once again highlight new forms of mobility through races. With international races and events, European conferences bringing together experts and high-level decision-makers, two weekends of celebration of the past and the future of the automobile and low-carbon mobility are on the agenda.

Two weekends of **competitions** on an urban circuit unchanged since 1933, where the greatest drivers of all time have excelled.

Two weekends of **exhibitions and celebrations** in the heart of Pau, a city with a unique view over Pyrenees.



THE BÉARN: A LAND OF ENERGY MOVING TOWARDS CARBON NEUTRALITY



A LAND OF TECHNICAL AND INDUSTRIAL **EXCELLENCE**

Pau is home to **internationally renowned** companies in many different industrial sectors: geosciences, energy, chemicals, aviation, agri-food, artificial intelligence, etc.















Leading research centres and a top-class university













AN ESTABLISHED CARBON NEUTRALITY **STRATEGY**

In Pau: a target to achieve carbon neutrality by 2040, i.e., 10 years before the deadline set by the EU.

In Béarn: The commitment to decarbonise industrial facilities through the development of a CCUS network (CO₂ capture, reuse and storage).

A **Land of Industry** where initiatives are coordinated to support the development of a hydrogen ecosystem.



PAU, A MONUMENT TO MOTORSPORT

The Pau Grand Prix is internationally- renowned and has become a favourite among racing drivers, thanks to its city-centre **racing circuit which has remained unchanged since 1933**. Some of the biggest names in racing have marked the event over the years.



Thus, Juan Manuel Fangio, Jack Brabham, Maurice Trintignant, Jim Clark, Jacky Ickx, Henri Pescarolo, Jacques Laffite, Alain Prost, and more recently, Lewis Hamilton, Juan Pablo Montoya, Sébastien Vettel or Max Verstappen have competed on the 2.760 km course that runs through the city of King Henri IV.

Every year, thousands of spectators, both novices and enthusiasts experience the performances of the future champions who contribute to **the legend of the Grand Prix de Pau**.

In 2022, for the return of the event after a two-year interruption due to the Covid-19, the new formula of the event gathered 160,000 visitors over two weekends and benefited from unprecedented international coverage.







From left to right:
Juan Manuel Fangio,
Maurice Trintignant, Jack Brabham,
Jim Clark, Lewis Hamilton
et Max Verstappen.





FOCUS ON THE 2022 EDITION OF PAU GRAND PRIX: AN UNPRECEDENTED EVENT OF INTERNATIONAL DIMENSION

During three days, the legendary circuit of Pau came back to life as in its finest hours, with a **new event focused on new mobilities**, both in town and on the track.

In the stands, along the Boulevard des Pyrenees or in the paddock of the Parc Tissié and Sernam, some **100,000 visitors** gathered in the centre of Pau to watch a world-class sporting event and to discover a complete showcase of new technologies in the field of mobility.











IN COMPETITION: FIRST-CLASS INTERNATIONAL LINE-UPS

For its comeback, the Pau Grand Prix 2022 is at the forefront of world competitions and innovation, demonstrating on the track an energy mix that supports performance and the environment.



WORLD CUP FIA WTCR

The world's highest level for touring cars in which the World Championship Championship now runs on 65% low-carbon fuel.



FRENCH CHAMPIONSHIP FFSA F4

Following the request of the Pau GP, the FFSA F4 Championship has switched to **100% low-carbon biomass fuel** for the entire season, thanks to a partnership with **Repsol**.



ADOUR-OCEAN CUP

It was a requirement to compete in Pau, the Twin'Cup grids have now switched to **E85 bioethanol** for their entire Championship.



THE SINGLE-SEATERS OF THE EUROFORMULA OPEN

In the best tradition, Pau has welcomed the long-awaited return of a discipline which honors the future champions.















NEW MOBILITIES ON DISPLAY

The new approach of the Pau Grand Prix offered the public the opportunity to discover and better understand the different existing technologies for the decarbonisation of the transport and mobilities. In addition to a "Mobility Village" which gathered 50 exhibitors, the Pau Grand Prix showcased a wide range of impressive exhibitions...

ELECTRIC

- The European premiere of the singleseaters of the Electric Racing Academy (ERA).
- The presentation of the **futuristic DS E-Tense prototype Performance**,
 a powerful machine, alongside
 a **Formula E racing car** in the paddocks.
- The laps of the **Beltoise BT01**, a **100% electric racing GT**.
- The electric achievements of **Team Les Galapiats**.

LOW CARBON-LIQUID FUELS

- A presentation and explanation on the manufacture of **low-carbon fuels 2nd generation biomass fuels** or **synthetic fuels**.
- Thanks to Aramco, synthetic fuel test drives, in the seats of supercars or powerful electric GT cars.

HYDROGEN

With the presentation and driving on the circuit of the **Mission H24, a hydrogen prototype in development**, which will be racing in the in the 24 Hours of Le Mans in 2025.



On the starting grid with Fébus, the 18-metre hydrogen bus that operates in the city of Pau.











There can be no large-scale event without strong partners at both national and international level.

2022: PRENIUM PARTNERS































PAU MOTORS FESTIVAL: THE NEW EUROPEAN POLITICAL MEETING FOR MOBILITY

Transport is a key part of the economy and accounts for a quarter of the EU's greenhouse gas emissions. Therefore, it is essential to make a successful transition to decarbonation without undermining either the economy and our society based on freedom of movement.

This was the purpose of the first high-level European Meetings, which gathered a panel of leading European political representatives (including **Mrs Valérie Drezet-Humez**, EU Ambassador to France, **Mr Thierry Breton**, Commissioner for the Internal Market, **Mr Henrik Hololei**, Director General of Mobility), together with directors of leading companies in the energy sector, representatives of car manufacturers, as well as renowned researchers and sociologists (**Dr Raphaël Boroumand**, **Dr David Chiaramonti**). These debates highlighted, in a non-partisan way, the various technologies and scenarios for a successful and inclusive transition in mobility.

"My conviction is that there will be an energy mix where everyone can take a step towards the complete decarbonation of society and more specifically of transport. Biofuels and synthetic fuels are an option that we must develop".

François Bayrou,

President of the Pau Bearn Pyrenees agglomeration

"Low-carbon liquid fuels are part of the solutions to our challenges for all forms of mobility".

Pierre-Franck Chevet, President of IFPEN

"The energy transition should not be at the cost of the purchasing power of European households".

Raphaël Boroumand, PhD in economics, expert in energy and climate policy"







AN INTERNATIONAL AUDIENCE



TV COVERAGE

32

BROADCASTERS INCLUDING 18 OFFERING LIVE COVERAGE

in Africa, Asia, Europe, Middle East, Oceania, North America & South America

183

COUNTRIES COVERED

(see map on the right)

5 M

CUMULATIVE AVERAGE AUDIENCE

201 HOURS
OF BROADCASTING



DIGITAL COVERAGE

1.896

DIGITAL ARTICLES PUBLISHED

2.76 B

REACH ON DIGITAL ARTICLES

INTERNATIONAL MEDIA COVERAGE



25.2 M€
IN EQUIVALENCE
DIGITAL ADVERTISING



SOCIAL NETWORKS

7,7 M

JMULATIVE VIEWS

ON OUR VIDEOS

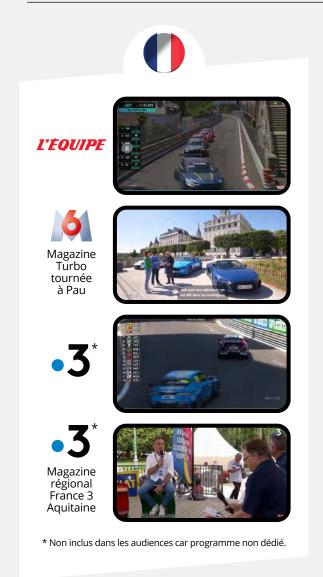
56,8 M CUMULATIVE IMPRESSIONS

1,7 M
CUMULATIVE ENGAGEMENT

FANS ON ALL SOCIAL NETWORKS,
FIA WTCR, FIA ETCR,
PAU MOTORS FESTIVAL



EX. OF NATIONAL & INTERNATIONAL TV COVERAGE









EX. OF NATIONAL MEDIA COVERAGE

📤 La Rép des Pyrénées







LE FIGARO







les retrouvailles

FIX ETCR Marties Eligition et son gauptin Jean Kart Wirnay a première manche de la Coupe de Monde des voitares de contiene 1001: d'actrique.







≠EUROSPORT





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EX. OF INTERNATIONAL DIGITAL COVERAGE

















≚ Ντεμπούτο με νίκη για την Cupra

στο FIA ETCR





一志楽地で簡幕。3マニュファグチャラー。12名のドライバーが たつのプールに分かれて争った撥奏は、粉年度正者マティア









































Komend weekend gaat het tweede seizoen van de FIA ETCR van start in de straten van het Franse Pau. De FIA bevestigde de deelnemerslijst voor het elektrische touring car kampioenschap, die dertien namen telt. Drie merken, CUPRA, Hyundai en Alfa Romeo zetten ieder vier wagens in. Het tweede weekend van juli is het FIA ETCR te gast op circuit Zolder.







Ekström hibátlan mérleggel indította címvédő

hadjáratát az ETCR-ben

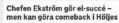














François Ribeiro: "There are manufacturers waiting to join the ETCR"































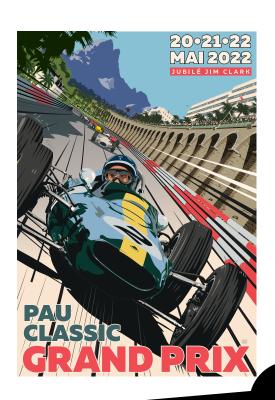












BACK TO THE "2022 PAU CLASSIC GRAND PRIX"

15 days after the successful return of the Pau Grand Prix, the "Classic" version of the event was also a great popular success, gathering 60,000 curious people and enthusiasts around the track and in the heart of the paddocks transformed into an open-air car museum.



HIGHLIGHTS OF THE 2022 PAU CLASSIC GRAND PRIX

ON THE TRACK AND IN THE PADDOCKS 9 GRIDS IN COMPETITION

The prestigious **Formula 1** and Grand Prix cars from pre 61 and pre 66 Grand Prix cars gathered by the **English association HGPCA**, **The Legends of Pau** of the HSCC with several F1 cars present and exciting F2 races, the **Historic Formula Junior**, the **Ferdinand Cup**, the **F3 Classic Trophy pre-85**, the **Formula Ford**, the **Endurance GT pre-76**, the **Maxi 1300 series** and **British GT** and for the for the first time "the old rascals' race" gathered in **HTCC**...

"THE JIM CLARK JUBILEE"

Lotuses in race or in parade,
a memorial space in the heart
of the paddocks,
the projection of unique archive footage
and the voices of witnesses
of the incredible champion
who remains the record holder
of victories in the Grand Prix in Pau.





UNDER THE KIOSK AND AT THE PALAIS BEAUMONT

A **state competition** organised by the **French Federation of Vintage Vehicles** gathered 13 incredible jewels in the heart of the Parc Beaumont

The "Night of the Legends" the gala evening celebrating in pictures the greatest brands and drivers, attracted nearly 350 guests.

THE COLLECTORS' **BOULEVARD**

Highlight of the Pau Classic Grand Prix, "The Collectors' Boulevard (Open to clubs and individuals) gathered this year nearly

350 wonder cars displayed on the Boulevard des Pyrénées, in the Parc Beaumont or for the

50th anniversary of the "Golden Age" **Club** in the Halle Sernam

VILLAGE AUTOMOBILIA

The Automobilia Village and its exchange fair attracted retailers, exhibitors and collectors around stands. dedicated to the passion for cars: models, accessories, books, watches, gloves and clothes, jewellery, helmets, paintings, sculptures, spare parts, antique relics from the age of racing... An abundant mix of temptations and curiosities.























A WHOLE CITY IN MOTION!

The Pau Motors Festival is much more than car competitions, even if they are of the highest order! First of all, it is an **intense mobilisation** of the services of the City and the Agglomeration, of the population, of more than 400 event professionals and dozens of temporary jobs to transform in just three weeks, the city into a real motor racing circuit, fulfilling the most rigorous requirements in terms of safety, sporting performance and aesthetics.

The installation of hundreds of rails, kilometers of fencing, barriers, thousands of nuts and bolt; the installation of more than 50 cameras, 3 video control units, 5,000 seats, hundreds of flags, and the creation of a Place Gourmande which will attract an average of more than 8,000 people each evening around terraces and ephemeral restaurants. Not to forget all the events that are linked to the Festival: the Tour Auto, Europe Day, private concerts, exhibitions, electric trial demonstrations...

It is also the centralisation of a complete and multiple hotel and receptive offer around the Tourist Office, which has attracted visitors from all continents. Finally, it is a unique popular enthusiasm that overwhelms the city during two timeless weekends...
Who could have imagined such effervescence for a year of revival?







— MAY 2023 —

For its 80th edition, the Grand Prix de Pau plans to confirm its role as a leading showcase for innovation and the new challenges of sustainable mobility.

Thanks to the demonstrative value of top-level **international competitions** (**electric**, **hybrid or low-carbon**), the Pau Motors Festival 2023 aims to be a laboratory for new forms of mobility, a demonstrator of new energies, a hub for networking between innovators, manufacturers and constructors, all in the unique setting of a heritage circuit that has no equal. The Pau Motors Festival 2023 will once again allow the general public, television viewers and internet users from all continents to see **the challenges of the energy transition** and **the technologies available for individual mobility**.

In addition to the competitions, the event will host **European-level** meetings on the challenges of carbon neutrality in transport, extended to all forms of mobility, with a particular focus on the latest developments in low-carbon fuels available for aviation, maritime and land transport.





A punctuated anniversary edition by numerous sporting, festive and economic events.

- ON THE TRACK: EXCITING RACES
 WITH CARBON NEUTRALITY AS A COMMON THEME
 With competition grids selected for their
 technological advances towards neutrality
 and their international influence:
 single-seaters, touring cars, GT cars, electric,
 hybrid and low-carbon thermal cars.
- A RE-AFFIRMED INTERNATIONAL DIMENSION

 The presence of the prologue of an FIA World Cup as well as numerous racing categories guarantee a TV broadcast (live or deferred), digital, press and social networks coverage on several continents.
- NON-STOP EXHIBITIONS AND DEMONSTRATIONS

 With the presentation on the circuit or in the heart of the paddocks of emerging technologies (electric, hydrogen, retrofit, hydrogen and biodiesel trucks...).
- NEW MOBILITY SPACES
 BUT ALSO, BTOB BUSINESS MEETINGS
 In addition to the "European Meetings"
 and competitions, the event promotes
 the organisation of targeted and inspiring
 business meetings.
- PERMANENT EVENTS THROUGHOUT THE CITY
 With the "Place Gourmande" permanently open, commercial stands on new mobilities, concerts, exhibitions... The whole city comes alive!

A HIGH-LEVEL EUROPEAN FORUM

The Palais Beaumont (Pau's historic congress centre) will host a new edition of the "High-level European forum on mobilities". This year's event will focus on the latest news and issues affecting air, sea and land transport. Debates and round tables will enable experts and elected representatives to better understand the latest developments in low-carbon fuels in all these sectors.



Air mobility

With the Toulouse Agreement signed on 4 February 2022, the European aviation sector has defined a clear roadmap to achieve carbon neutrality by 2050. This collective initiative aims to identify the measures to be implemented by the sector and the authorities of the 27 Member States to achieve this objective. Thus, the European RefuelEuAviation regulation imposes progressive thresholds for the incorporation of sustainable fuels and synthetic fuels in the total fuel consumed...

Maritime mobility

In line with the "RefuelEu Aviation", the "FuelEu Maritime" aims to accelerate the decarbonisation of the maritime sector by requiring the use of sustainable fuels and low-carbon technologies in order to achieve a 75% reduction in CO2 emissions from maritime transport.

Land mobility

Electrification of light vehicles and CO_2 neutral fuels should be considered as complementary solutions. The EU transport industry has launched the development of a methodology to certify the exclusive use of CO_2 neutral fuels in clearly identified vehicles.

A European certification standard could support the implementation of the general approach adopted by the Council to create a complementary pathway for CO₂ neutral fuels to make an additional contribution to GHG reduction and unlock industry investment.

■ A Forum with stakeholders from the European Renewable and Low Carbon Fuels Alliance to stimulate the supply of low carbon fuels.





— MAY 19, 20, 21, 2023 —

This revival event, punctuated by numerous highlights, will celebrate the legends and great hours of the automobile by bringing together international collectors and vintage car lovers around a legendary circuit for several generations of enthusiasts.

LEGENDARY CAR GRIDS

From F1 to Formula Renault: Pau welcomes the **single-seaters** that have shaped their era but also **exceptional GT cars**. Without forgetting the return of the **mythical pre-war brands**.

INTERNATIONAL RACES

The hosting of European events will gather more than **250 drivers from all continents**.

SURPRISE JUBILEE

It will highlight a driver who has left his mark on the Grand Prix of Pau. This year, it is to Maurice Trintignant emblematic French pilot, 3 times winner in Pau to whom we will pay tribute.

THE 3 HOURS OF PAU REVIVAL

Or the revisited memory of the GT races in the streets of Pau.

NOW A STATE COMPETITION INTERNATIONAL

Over two days, some twenty cars, ten motorcycles and a dozen exceptional motorbikes will be presented to a jury of experts of FFVE and the public.

TOURIST RALLIES

To discover with your club, in a vintage vehicle the rich heritage of Béarn and the South West.

■ THE COLLECTORS' BOULEVARD

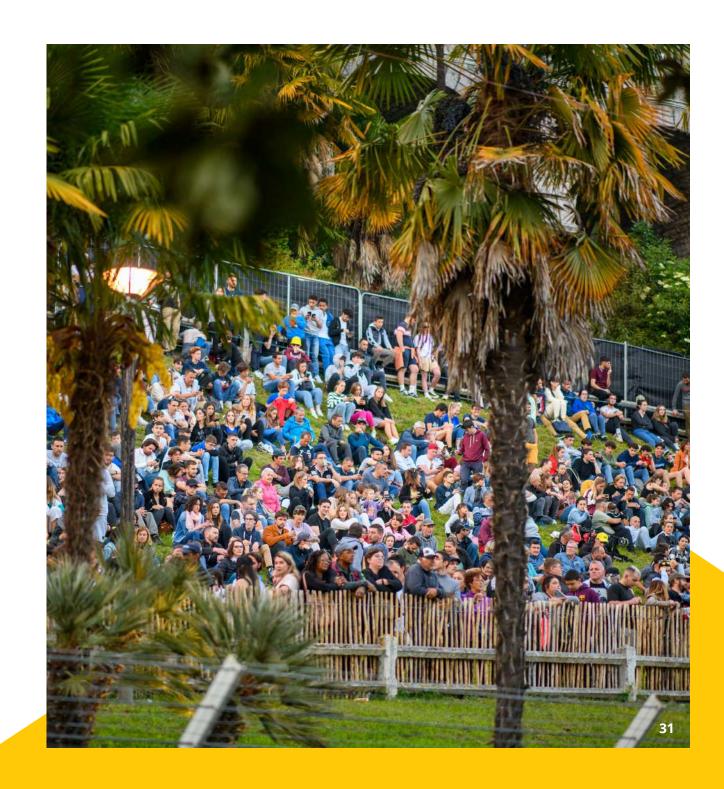
When Pau is transformed into an open-air car museum the **gathering of hundreds of vintage and exceptional vehicles** facing the Pyrenees.

■ THE "NIGHT OF LEGENDS"

A top-of-the-range gala evening celebrating the **legends of the automobile** in the presence prestigious guests.

ENTERTAINMENT THROUGHOUT THE CITY

with the Place Gourmande for food and drink at any time or even sessions of Ciné Drive to discover automotive cult films.





Soazig de la Moissonnière, JC Milhet; FIA ETCR, FIA WTCR, Shutterstock; CDT64/Ziklo; Circuit de Pau Arnos; Renault; Archives Association Sportive de l'Automobile Club Basco Béarnais; affiches anciennes/collection J.L Fricker; Guy Pawlak/Jack Furet; Euralis; www.fia-etcr.com; www.fiawtcr.com/fr; www.euroformulaopen.net/en; www.erachampionship.com; www.ffsa.org/univers/circuit/coupes-championnats/championnat-de-france-des-circuits/championnat-de-france-f4

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