

DRIVER'S RALLY

# TOSCANE

## Bolgheri

FROM SEPTEMBER 27 TO OCTOBER 1, 2023



by

LAURENT FERRIER  
GENEVE



# See you in Bolgheri!

FROM WEDNESDAY SEPTEMBER 27<sup>th</sup> TO SUNDAY OCTOBER 1<sup>st</sup>

*I've seen a lot of amazing places as I travelled the world for my speed records and visited countless countries to host events. But one of the more recent ones really blew me away.*

*Bolgheri, on the Tuscan coast. The little village in the Castagneto Carducci area isn't just home to one of the world's most famous wine designations; it also sets the scene for breathtakingly beautiful roads surrounded by vines, cypress, olive, umbrella pine and age-old oak trees.*

*I came, I saw and I was convinced to host a rally here!*

*Come and experience what I felt, drive in this slice of paradise and soak up the Driver's Rally spirit that's all about simple pleasures, great surprises and community vibes... with some Italian flavour!*

**See you in Bolgheri in Tuscany from Wednesday September 27<sup>th</sup> to Sunday October 1<sup>st</sup> 2023!**

Sportingly yours,  
Franz Hummel

## 3 STAGES SURROUNDED BY STAGGERING SCENERY.

### 1<sup>st</sup> stage in the north:

This stage takes us on «cinema roads» such as Viale dei Cipressi which starred alongside Robert Taylor in Quo Vadis, directed by Mervyn LeRoy in 1951. Or the coastal road north of Castiglione which appeared in The Easy Life directed by Dino Risi and starring Vittorio Gassman and Jean-Louis Trintignant in 1962.

### 2<sup>nd</sup> stage in the east:

A loop deep in Tuscany among its hills and cypress trees. We hit some **legendary roads from the Group B heyday including the famous road into Chiusdino where thousands of excited fans would gather for the Sanremo Rally.**

### 3<sup>rd</sup> stage in the south:

We head to Piombino Port to take the ferry to **Elba island**. This is the perfect time to soak up its roads and sights as the tourists are long gone.



## WELCOME TO THE TUSCAN COAST!

Bolgheri. This heavenly village on the Tuscan coast is blessed by one god in particular: Bacchus. It may not have been born to be a temple of wine, but one man's passion made it a wine hotspot in the 40's with the creation of a now legendary name: Sassicaia.

The first Driver's Rally Bolgheri base camp will be in Castagneto Carducci, home to Bolgheri.

Our 3-stage «road trip» rally covers around 230km per day. Your route takes you to the stunning Tuscan coast, on the tyre tracks of the legendary Sanremo Rally's inland roads with a trip to Elba island for a day between the sea and sky.

The Driver's Rally Bolgheri is an event open to automobiles whether they're sporty, classical or modern, of any age, any type.

It will take place totally on public roads. Which means that the Italian highway code must be strictly observed throughout the route.

The road book is signed off and registrations are officially open. Get ready to enjoy a fun-filled rally with other enthusiasts!

### WHERE?

Bolgheri - Tuscany - Italy

### WHEN?

Wednesday September 27<sup>th</sup>-Sunday  
October 1<sup>st</sup> 2023.

### WHAT?

An event open to automobiles whether they're sporty, classical or modern, of any age, any type, total number limited.

### HOW?

Almost 700km (Asphalt) in 3 days, all starting in Castagneto Carducci.

### HOW MUCH?

3200 € exc. VAT or 3840 € inc.  
VAT per team all-inclusive (exc.  
accommodation).





# BOLGHERI, SO MUCH MORE THAN FINE WINE!

Bolgheri lies in Castagneto Carducci, a place with amazingly diverse landscapes and an exceptional microclimate. The area spans 142km2 and is home to a 14km long sand beach, two medieval market towns, an umbrella pine forest, hills leafy with chestnut trees and age-old oak trees, a plain bursting with cypress trees, olive trees and, of course, vineyards: one of the most famous designations in the world. And one of the newest at that!

## A designation born of one man’s passion.

Italy and wine may have always been a natural pairing, but this little slice of land between the sea and hills was no vineyard. All it needed was one passionate man to reveal its potential: Marchese Mario Incisa della Rocchetta.

He studied in Pisa in the 1920s and dreamt of making a fine wine in Tuscany. The French wine enthusiast planted cabernet sauvignon and cabernet franc from the Tenuta dei Duchi Salviati in Migliarino at an altitude of 393m near Castiglioncello di Bolgheri in the 1940s. One reason for choosing these varieties was he’d noticed the similarity between this part of Tuscany and Graves in Bordeaux.

The wine he called Sassicaia was only made for family and friends between 1948 and 1967. The Marchese soon realised that ageing his wine improved it significantly. Friends and family encouraged him to experiment further and fine-tune his revolutionary winemaking methods for the region. With advice from his cousin Piero Antinori and help from the wine expert Giacomo Tachis, he again elevated the standard of his wine. The 1968 vintage was the first to go to market. The «Super Tuscan» was given a welcome worthy of a Bordeaux Premier Cru.

Sassicaia achieved worldwide acclaim in the 70s after a Decanter Magazine event saw a 6 year old Sassicaia beat a shortlist of 33 wines from 11 different countries.

Its recognition caught the attention of the people we call pioneers today: Piermario Meletti Cavallari (Grattamacco), Piero Antinori (Guado al Tasso), Lodovico Antinori (Ornellaia) and Michele Satta.

Their wine was initially sold as «table wine». It was given the Bolgheri designation in 1994. Sassicaia has its own designation in tribute: Bolgheri Sassicaia.

The land that was originally filled with olive trees, strawberry fields and fruit trees gradually opened up to vineyards. Join us to explore the land from Wednesday October 26th to Saturday 29th!

### AWARDS:

Sassicaia 1985 : 100 points by Robert Parker.

Ornellaia 1998 : Wine Spectator best wine in the world in 2001.

Sassicaia 2015 : Wine Spectator best wine in the world in 2018.

Sassicaia 2016 : 100 points by Robert Parker.







## Franz Hummel

Racing driver, record holder and event organiser.

As a child, he would watch his father race round the mythical Autodrome de Linas-Montlhéry, close to Paris. And, since that moment, the car bug's never left him!

As a racing driver, he finished 3rd in the 1973 Volant Shell on the Magny-Cours Circuit and became an instructor for the prestigious Winfield Racing School. In 1975, he took part in his first 24 Hours of Le Mans with a Lola Roc 2 liters. In 1977, he raced in the Monte Carlo Rally with a Renault Alpine and the 24 Hours of Le Mans with a Porsche 934 Turbo. In 1986, along with Jean-Pierre Malcher, he won the 6th edition of the 24-hour Chamonix Ice Race with a Works sponsored Citroën Visa. In 1992, he participated in the 1st edition of Paris-Moscow-Beijing.

As a record holder, he has literally pulverized several cross continental times, including the solo drive from Cape Town to Algiers [Vidéo click: [Transafrican Challenge 1990](#)].

With this still-unbeaten record, he won the «1991 Master of Human Adventure» adventure ahead of Hubert Auriol & Ari Vatanen. Franz was awarded the Legion of Honour in 2006 by the great mountaineer Maurice Herzog for his motor racing achievements and as automobile event organiser, his second passion. He was involved in the 1970 Ronde Hivernale (Wintertime Round) and continued to develop the 24-hour Chamonix Ice Race. Based on an idea from Rémi Depoix, Franz launched the Festival Automobile de Chamonix hand-in-hand with Rémi. Franz also created ice races in Canada, Finland, Italy and Russia with the FIA. As well as Les Week-Ends de l'Excellence Automobile de Reims-Gueux and Les Grandes Heures Automobiles on the Autodrome where he would watch his father race.

Franz is still bringing car enthusiasts incredible get-togethers today with the Driver's Rally events. He will always be fuelled and driven by his passion.



## LAURENT FERRIER GENEVE

### A prestigious partner.

Laurent Ferrier, a passionate automobile enthusiast, took third place in the overall 24 Hours of Le Mans Race in 1979 behind the wheel of a Porsche 935T. Caught up in the wave of euphoria following this achievement, Laurent and his partner François Servanin, who is also fascinated by watchmaking, set themselves the challenge to create their own watch - an exploit met some 30 years on.

Free from pressures and ties, and drawing on his experience of over 37 years in a leading watchmaking company, he realised the timepiece of his dreams. In 2010, he gave his own name to the brand: «Laurent Ferrier». He took the bold step of developing his own movements to remain totally independent.

Far from the frenzy of high design and the quest for originality at any cost, he proposes a return to fundamental values. His timepieces are created, assembled, decorated and adjusted in his own Geneva workshops, remaining true to traditional stylistic codes yet infused with state-of-the-art engineering

[www.laurentferrier.ch](http://www.laurentferrier.ch)







# TEAMS

## THE ORGANISATION, A FINELY-TUNED TEAM.

A rally can’t be set up with a click of the fingers. For the Driver’s Rally Bolgheri, Franz can count on a loyal team which has been working with him for a long time organising these signature events. The organisers focus on logistics on the ground so entrants have peace of mind.

## ASSISTANCE, AVAILABLE AT ALL 3 STAGES.

Your peace of mind is what matters most to us. You can count on an expert assistance team throughout our rally: Autoexclusive. Included in the entry fee: Light repairs, tyre checks, fluid level checks etc. plus a recovery vehicle to repatriate any vehicles which have broken down. Not included: Major servicing or repairs.

## WHAT SETS THE DRIVER’S RALLY BOLGHERI APART?

### Road Trip

The Driver’s Rally Bolgheri is an event open to automobiles whether they’re sporty, classical or modern, of any age, any type.

The 3-stage «road trip» rally covers around 230km per day in Tuscany.

It will take place totally on public roads. Which means that the Italian highway code must be strictly observed throughout the route.

### Attire

Each team will receive the official Driver’s Rally Bolgheri kit.

### Evening events with fellow enthusiasts

Relax and unwind at get-togethers with the «Driver’s Rally spirit».

### Photo report

A photo report will also be shot during the rally. **Souvenir Book/Album**

A souvenir book/album featuring photos taken during the Driver’s Rally Bolgheri will be given to each participant.

### Numbered lithograph

A numbered lithograph featuring the Driver’s Rally Bolgheri 2023 design will be given to each participating team. The design by Hervé Voët is inspired by the famous Viale dei Cipressi that you will drive into Bolgheri.

# PRACTICAL INFORMATION

## VEHICLES ACCEPTED

An event open to automobiles whether they’re sporty, classical or modern, of any age, any type, total number limited.

## ENTRY FEE

3200 € exc. VAT or 3840 € inc. VAT per team all-inclusive (exc. accommodation).

## RALLY RECEPTION

At the 5\* Tombolo Talasso Resort in Marina di Castagneto Carducci.

## ACCOMMODATION

**The organisation recommends the 5\* Tombolo Talasso Resort in Marina di Castagneto Carducci ([www.tombolotalasso.it](http://www.tombolotalasso.it)).**

**Discounted rates available throughout the Driver’s Rally Bolgheri.**

We have decided not to include hotels in the entry fee for the following reasons:

- In this way, each participant is free to choose the class of hotel (how many stars) and the type of guest rooms to best suit their needs.
- If participants already have a principal or second residence along the route, it prevents unnecessary costs.
- By paying for hotels directly, participants save the VAT (20%) on the cost of hotel services, which would have been included in the entry fee.

## MEALS

- 3 aperitifs and dinners for two, including drinks.
- 3 country-style lunches for two.
- 1 cocktail party at the end of the Driver’s Rally Bolgheri for two.

## LOGISTICS

A minibus will follow the rally with seats available if required.

## PRESENTATION OF THE LITHOGRAPH SOUVENIR

It will take place during the closing ceremony on Saturday.

## SAFETY & SECURITY

You will be in constant contact with the organizing team. When you arrive, your cars will be parked on a secure car park.

## TEMPERATURES

Sunny and warm thanks to the Mediterranean climate along the coast.

## PROGRAMME

**Wednesday September 27<sup>th</sup> 2023**

Entrant arrival and reception. Briefing followed by 1st dinner.

**Thursday September 28<sup>th</sup> - Saturday 29<sup>th</sup> 2023**

Driver’s Rally Bolgheri in 3 stages.

**Sunday October 1<sup>st</sup> 2023**

Entrants leave.

## CONTACTS

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*«I first encountered Bolgheri because of my friend Arnaud Bachelard, a team member living there. I loved this little slice of Tuscan coast so much that I've kept coming back. And not just because of the wine!*

*When I came here, I saw and I was convinced to host a rally for car enthusiasts here!*

*Come and experience what I felt, drive in this breathtaking region and soak up the Driver's Rally spirit that's all about simple pleasures, great surprises and community vibes... with some Italian flavour!*

*See you soon in Bolgheri!"*

*Frauz*

[www.driversrally.com](http://www.driversrally.com)

— by —  
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