

DRIVER'S RALLY

TOSCANE

Bolgheri

FROM 15 TO 19 MAY 2024



by

LAURENT FERRIER
GENEVE

See you in Bolgheri

from Wednesday 15 to Sunday 19 May 2024!

A few years ago I discovered a little-known part of the Tuscan coast: Bolgheri. I fell so head over heels in love with it that I decided to organize the first-ever Driver's Rally Bolgheri.

And the dream became reality in September 2023, to the great delight of all the participants from Belgium, France, Italy and Switzerland.

They discovered that this little village in the Castagneto Carducci municipality isn't just home to one of the world's most famous names in wine. But that it also sets the scene for breathtakingly beautiful, rarely-travelled roads surrounded by vines, cypresses, olive trees, umbrella pines and age-old oak trees.

Fancy taking part in this incredible experience? Tasting amazing dishes and fantastic wines? Well, then, join us for the Driver's Rally Bolgheri second edition!

Come drive in this corner of paradise and soak up the Driver's Rally spirit that's all about simple pleasures, great surprises and friendly get-togethers... Italian style, of course!

See you in Bolgheri, in Tuscany, from Wednesday 15 to Sunday 19 May 2024!

Sportingly yours, Franz Hummel

SO, WHAT'S THE DRIVER'S RALLY SPIRIT LIKE?

Confidential get-together rallies • 30 cars at the most to ensure an ever-so friendly atmosphere • One base camp to make your logistics easier • 200 km stages so you have time to enjoy everything • Restaurants and wines selected with great care.

3 STAGES SURROUNDED BY STAGGERING SCENERY.

1st 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.

2nd 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.**

3rd stage in the south:

We head to Piombino Port to take the ferry to **Elba Island**. At a time when the island is not overrun by tourists, we'll have plenty of time to appreciate its roads and sights

DRIVER'S RALLY TOSCANE Bolgheri 2024

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.

Driver's Rally Bolgheri base camp will be the 5* Tombolo Talasso Resort Hotel, just a few kilometres from Bolgheri village.

Our 3-stage «road trip» rally covers around 200km per day. Your route takes you to the stunning Tuscan coast, on the tyre tracks of the legendary Rallye Sanremo 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?

From Wednesday 15 to Sunday 19 May 2024

WHAT?

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

HOW?

3 loops covering around 600 km (asphalt) from Marina di Castagneto Carducci to Marina di Castagneto Carducci.

HOW MUCH?

€3,300 excl. VAT, i.e. €3,960 incl. VAT (20%) 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 15 to Sunday 19 May 2024.

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.

Chamonix is still the base camp for all of Franz's adventures, as he continues to live there today. With his perfect knowledge of this village and the best things it can offer you, Franz will welcome you with open arms to his delightful valley.



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





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. 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?

NEW - rent a sports car!

Do you prefer to travel light and not bring your own car to take part in our rally? Would you like to treat yourself and get behind the wheel of a sports car, yet you don't have one? No worries! Our Autoexclusive & Limo's Rent friends offer you the chance to rent a sports car for the entire Driver's Rally. Get in touch with us to find out which models are available.

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 200km 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.

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

At the end of the rally, a numbered lithograph featuring the Driver's Rally Bolgheri 2024 visual will be given to each participating team. This design by Hervé Voët is a beautiful illustration of the Tuscan landscapes you'll see along the way.

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

€3,300 excl. VAT, i.e. €3,960 incl. VAT (20%) 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).

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

- 1 welcome cocktail reception for two.
- 3 aperitifs and dinners for two, including drinks.
- 3 country-style lunches for two, including drinks.

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 15 May 2024

Participants' arrival and welcome from 3 p.m. at the 5* Tombolo Talasso Resort Hotel in Marina di Castagneto Carducci. 6:30 p.m.: Briefing session followed by an aperitif and cocktail reception.

From Thursday 16 to Saturday 18 May 2024

Driver's Rally Bolgheri in 3 stages.

Sunday 19 May 2024

Entrants leave.

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«At the end of the Driver's Rally Bolgheri 2023, the whole team shouted out «Let's do it again?» we just loved everything here: the incredible, breathtaking scenescapes, the excellent wines, the delicious Italian dishes and, of course, the amazing, rarely-travelled roads.

Come along, from Wednesday 15 to Sunday 19 May 2024, and discover what makes this Tuscan coast totally one-of-a-kind, through a rally where incredible get-togethers continue to be the name of the game!

See you soon in Bolgheri!"

Frauz

www.driversrally.com

— by —
LAURENT FERRIER
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