

DRIVER'S RALLY

REIMS

en Champagne

FROM 26 TO 30 MAY 2027



From Wednesday, May 26, to Sunday, May 30, 2027,
**Destination Reims,
the capital of Champagne!**

What would life be without pleasure?

When it comes to pleasure, this return to the capital of Champagne will hold a very special meaning for me. It will be an opportunity to celebrate two anniversaries there.

First, it will mark the 50th anniversary of my third-place finish at the 1977 Reims Rallycross, which was the very first round of the inaugural French Championship—a global pioneer in the sport.

Another anniversary: the 20th anniversary of the first “Weekends of Automotive Excellence,” where we recreated the 7 km of the legendary Reims-Gueux Circuit. An exceptional site where I had the honor of initiating the classification of historic infrastructure—which I hope you’ll discover with great delight.

Around Reims, get ready for a wealth of thrills and surprises. On the agenda: exclusive evenings at the heart of a great Champagne house, Taittinger; a trip to Belgium to the Château de Chimay; and a track day at the Circuit des Écuyers (<https://www.circuitdesecuyers.com/>).

Whether behind the wheel or over a glass of champagne, wonderful moments await you at this Driver’s Rally Reims en Champagne. An event true to our spirit: simplicity, camaraderie, and passion.

See you on Wednesday, May 26, in Reims for four exceptional days exploring a region renowned throughout the world.

Sportingly yours, Franz Hummel



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2027

WHAT IS THE DRIVER’S RALLY SPIRIT?

Rallies held in complete privacy

- **A maximum of 30 cars** for a more intimate atmosphere
- **A single base camp** to simplify your logistics
- **Stages of up to 280 km** so you can enjoy everything
- **Carefully selected restaurants and wines**

3 STOPS FOR THOSE WHO LOVE LIFE.

I Day 1: Belgium

Approximately 270 km: Lunch stop at [«Château de Chimay»](#).

I Day 2: The Race Track

Approximately 250 km: Lunch stop at the [«Circuit des Écuyers»](#) Driving on the track from 2:00 p.m. to 4:00 p.m

I Day 3: Nature

Approximately 260 km: Lunch stop at the “Forêt d’Orient Regional Nature Park.”

A JOURNEY THROUGH VINEYARDS AND HILLSIDES.

Organized as a road trip, the Driver’s Rally Reims en Champagne will take place in three stages of approximately 270 km per day. All three stages will start at the Circuit de Reims-Gueux and return to Reims at the end of the day. During your lunch breaks, you’ll have the chance to discover local specialties at carefully selected venues.

Our rally is open to all types of sports-oriented cars—classic or modern, of any generation.

The Driver’s Rally Reims en Champagne will take place almost entirely on public roads. This means that traffic laws must be strictly observed throughout the entire route.

Registration is officially open. Get ready for a fun rally among fellow enthusiasts!

WHERE?

Reims, France

WHEN?

Wednesday, May 26, through Sunday, May 30, 2027.

WHAT?

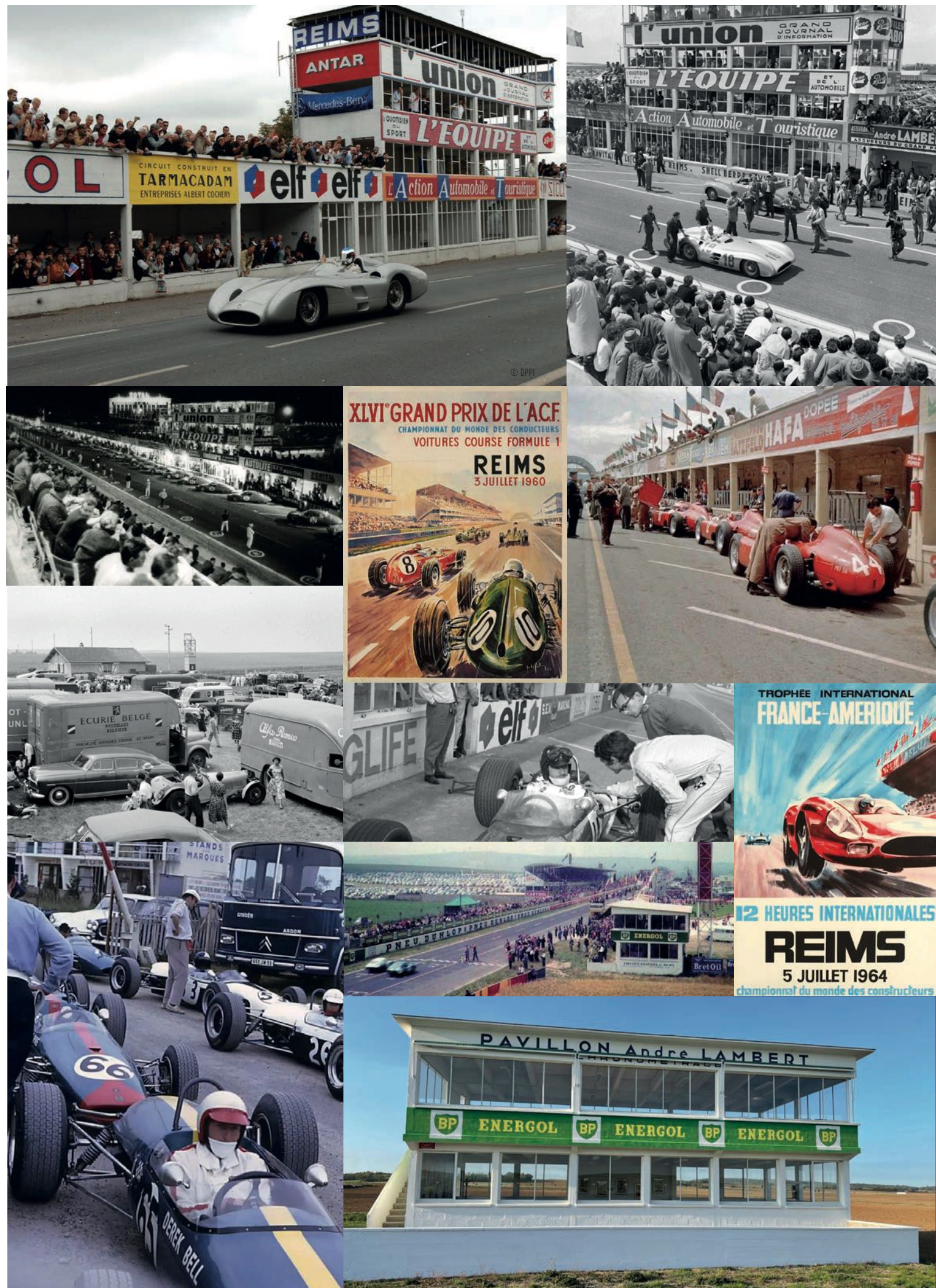
All categories of sports-oriented cars vintage or modern, across all generations in limited numbers.

HOW?

Approximately 800 km in 3 loops from Reims to Reims, on roads in France and Belgium.

HOW MUCH?

€3,875 excluding tax, or €4,650 including tax (20% VAT) per team, all-inclusive (excluding lodging).



CIRCUIT DE REIMS-GUEUX: A UNIQUE HERITAGE!

Located just 5 km from Reims, the Circuit de Reims-Gueux is a landmark in automotive history. With a racetrack spanning more than 7 km, this motor racing road circuit was used for the first time in 1926 for the 2nd Grand Prix de la Marne. Over the years, Louis Chiron, Tazio Nuvolari and Jean-Pierre Wimille have added their names to the list of champions.

In 1938, the Circuit de Reims-Gueux hosted the French Grand Prix, which was won by Manfred von Brauchitsch driving a Mercedes W154. During the 1950s and 1960s, it hosted the 12 Heures de Reims, a real rival to the 24 Heures du Mans. This race led to the victory of drivers such as Stirling Moss (1953), Olivier Gendebien (1958), Graham Hill (1964), Jean Guichet (1965), Pedro Rodriguez (1965) or Jo Schlesser (1967).

Reims-Gueux was also the venue for the 1965 Euro F3 International Speed Championship, won by Jean-Pierre Beltoise as well as the Reims F2 Grand Prix, won by Jackie Stewart in 1968 and François Cevert in 1969.

Prior to closing in 1972, this legendary racetrack also hosted 14 French Formula 1 Grands Prix, with winners such as Juan Manuel Fangio, Jim Clark and Jack Brabham. A whole host of champions!

Amazing experiences on Les Week-Ends de l'Excellence Automobile

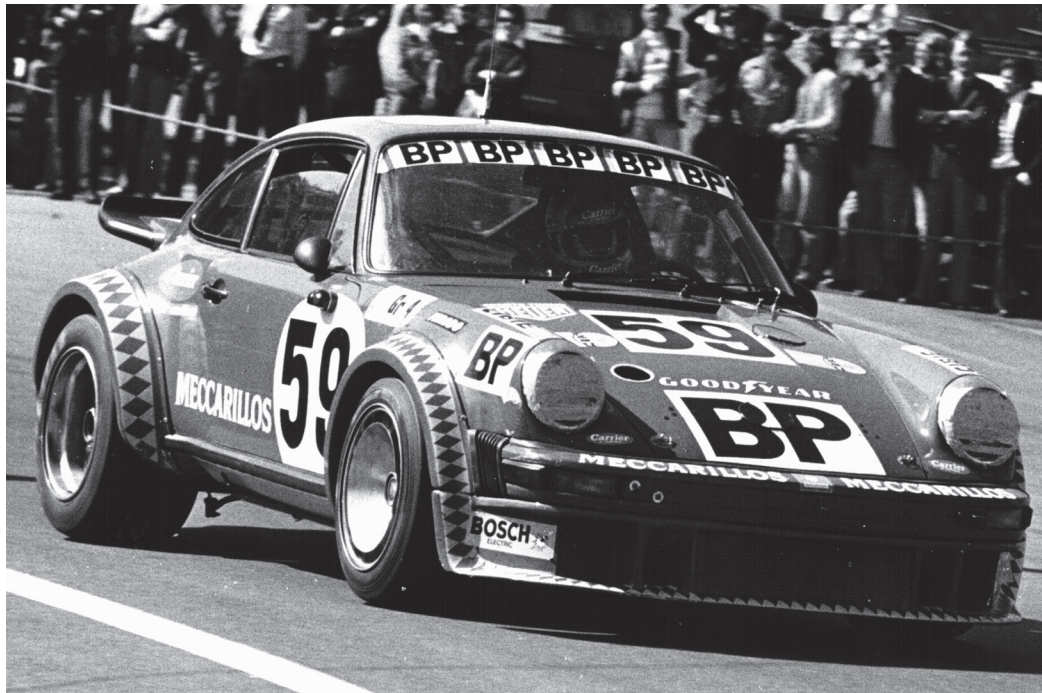
From 2007 to 2010, Franz Hummel and his team wanted to breathe new life into this circuit with Les Week-Ends de l'Excellence Automobile, an event combining cars and motorbikes on a racetrack, re-created for the occasion.

Highlights from Les Week-Ends de l'Excellence include Jean Alesi at the wheel of a Mercedes Streamliner with which Juan Manuel Fangio won here in 1954, a historic handshake between Giacomo Agostini and Phil Read after years of disagreement, Bonhams sales, featuring BMW Classic and Skoda, which brought the cars out of their museum for the first time. There have also been air shows by La Patrouille de France, La Patrouille Cartouche Doré, La Patrouille Breitling Jet Team and the iconic Air France DC3. Renaud Ecalte, the late 2009 World Aerobatic Champion also appeared.

Les Week-Ends de l'Excellence Automobile came to an end in 2010, as it had become increasingly challenging from a safety point of view to close the 7 km of roads.

AN OPENING EVENING IN THIS PRESERVED TREASURE

Beyond reviving the Reims-Gueux Circuit, Franz worked to have its historic infrastructure designated as a historic site, with the invaluable support of his friend Rodolphe Rapetti, General Curator of Heritage. Today, everyone can admire the remarkable restoration work carried out by local organizations, whose passion for this circuit knows no bounds. You'll be able to appreciate this exceptional heritage at the start of each stage and during a special evening event at the Driver's Rally, held in part at the fully restored André Lambert Pavilion, featuring a dinner served with Taittinger Champagne.



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.

TEAMS

THE ORGANIZATION: A WELL-OILED TEAM.

A rally doesn't organize itself. For the Driver's Rally Reims en Champagne, Franz can count on a team of loyal colleagues who have been working with him for a long time on organizing large-scale events. Events where on-site logistics are always the organizers' top priority, allowing participants to drive with peace of mind.

ASSISTANCE, AVAILABLE THROUGHOUT ALL 3 STAGES.

Because your peace of mind is paramount, you can count on an expert assistance team throughout our rally: JMW Racing in Gueux. Included in the entry fee: minor repairs, tire checks, fluid level checks... as well as a recovery vehicle to tow any vehicles that break down. Not included: major maintenance or repairs.

HIGHLIGHTS OF THE DRIVER'S RALLY REIMS IN CHAMPAGNE

Road Trip

The Driver's Rally Reims en Champagne is open to all categories of sports-oriented cars, both classic and modern. Organized as a road trip, it will take place in three stages of approximately 270 km per day between France and Belgium, on public roads, in strict compliance with traffic laws.

Circuit des Écuyers

On Friday, May 28, during the second stage of the Driver's Rally Reims in Champagne, the Circuit des Écuyers will be reserved exclusively for you from 2:00 PM to 4:00 PM for a track session.(<https://www.circuitdesecuyers.com/>)

You'll have the privilege of receiving guidance from two instructors whose names will ring a bell: Nelson Panciatici, two-time ELMS Championship winner, and Pierre Saby, Alpine Grenoble Ambassador.

Evenings Among Enthusiasts

Warm, welcoming moments in the "Driver's Rally spirit" for casual conversation.

Wines and Gastronomy

Dinners paired with Taittinger Champagne and carefully selected vintage wines.

Photo coverage

Photographic coverage will be provided throughout the entire rally.

Numbered lithograph

An original work signed by Hervé Voët, inspired by the Circuit de Reims-Gueux and featuring the exclusive Aston Martin DB4 GT Zagato, will be presented to each team.

PRACTICAL INFORMATION

TACCEPTED VEHICLES

All categories of sports-oriented cars, vintage or modern, of all generations, in limited numbers.

ENTRY FEES

Entry fee (excluding hotels) per crew consisting of 1 driver and 1 navigator: €3,875 excluding tax, or €4,650 including tax (20% VAT) per crew, all-inclusive (excluding lodging).

ACCOMMODATIONS

For participants, the organizers recommend the Best Western Premier Hôtel de la Paix**** in downtown Reims, which will serve as the rally's base camp. It features a secure parking lot.

Preferential rates have been negotiated for the duration of the Driver's Rally.

You may also choose to stay at other hotels in downtown Reims. Please contact us for our selection of options.

As with all our Driver's Rallies, we do not include hotels in the entry fees for the following reasons:

- This allows each participant to freely choose the category (*) and type of room that best suits their needs.
- If participants already have a primary or secondary residence in the area, we avoid duplication of accommodations.
- By paying the hotels directly, participants save on the 20% VAT on the cost of hotel services, which would otherwise have been included in the registration fees.

MEALS

- 1 welcome cocktail reception for two people.
- 3 aperitifs and dinners for two people, including drinks.
- 3 country-style lunches for two people, including drinks.
- 1 country-style picnic for two people, including drinks, on Sunday at noon within the grounds of the Circuit de Reims-Gueux during the monthly classic car gathering, to which we are invited.

LOGISTICS

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

PRESENTATION OF THE COMMEMORATIVE LITHOGRAPH

Wednesday, May 26, 2027, from 3:00 p.m. to 6:00 p.m. at the Best Western Premier Hôtel de la Paix during the welcome reception for participants.

SAFETY

While on the road, you will be in constant contact with the organizing team.

TEMPERATURES

At this time of year, the days are generally pleasant and sunny.

PROGRAM

Mercredi 26 mai 2027

From 3:00 PM to 6:00 PM, welcome reception for participants at the Best Western Premier Hôtel de la Paix in Reims

7:30 PM: Briefing, followed by an aperitif and cocktail reception at the Demeure des Comtes de Champagne—owned by Maison Taittinger—a ten-minute walk from the Best Western Premier Hôtel de la Paix.

Thursday, May 27, through Saturday, May 29, 2027

Driver's Rally Reims en Champagne in 3 stages, with departures from the legendary Reims-Gueux circuit.

Sunday, May 30, 2027

Starting at 11:00 a.m., meet at the Reims-Gueux Circuit for the monthly classic car gathering, where we'll have a country-style picnic waiting for you.

Participants leave

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«What would life be without pleasure?»

*Today, my pleasure is devoting a good part of my time to giving back
to auto racing everything it has given me.*

*And in Reims, motorsports have given me so much—from my visits as a young spectator
to watch my father race during the track event at the Reims-Gueux circuit during the 8th
Rallye des Routes du Nord in 1959, to my participation in the first rallycross event of the
French Championship in 1977, and the creation of the "Week-Ends de l'Excellence auto-
mobile" at this legendary circuit in 2007.*

*I look forward to welcoming you to this circuit, whose facilities provide a wealth of excite-
ment for those who experience them—facilities whose classification I spearheaded.*

*I'll guide you through the roads of Champagne and Belgium, with stops that will offer you
just as much enjoyment behind the wheel as over a drink.*

*From Wednesday, May 26, to Sunday, May 30, 2027, come share the Driver's Rally
spirit, marked by simplicity, wonderful surprises, and camaraderie!*

Together, let's get ready to create new and wonderful memories!

See you soon in Reims!"

Franz

www.driversrally.com