

ORGANISED BY



THE CREATORS OF  
THE GREEN EXPEDITION DOWN  
RUTA 40 - ARGENTINA



WITH ELECTRIC  
VEHICLES



# PARIS-NORTH CAPE

11 TO 24 FEBRUARY 2019





# THE PROJECT

11 to 24 February 2019

Photo credit: C.H - visitnorway.com

## ATYPIK TRAVEL ORGANISATION

Organisers of more than 60 expeditions since 1990, including the longest in the world (34,000 km) on the most legendary itineraries (Silk Road, Pan-American, Spice Route...), we created the Trophée Paris-Pekin in 2015 and 2017, an expedition in old cars that were followed by many on social networks and in the media, such as Autohebdo, Gazoline, Femme Actuelle, Nice Matin, Le Dauphiné, and even M6 Turbo in their episodes on 6 and 13 September 2015...

Atypik Travel Organisation has recognised expertise in organising expeditions around the world with logistics, mechanical and medical support.

## NORTH CAPE IN ELECTRIC VEHICLES

From France to Norway, via Germany and Denmark



The choice of this route is no accident. As with Route 40 in Argentina, we wanted an expedition of several thousand kilometres that **presented complex challenges**. So we decided to make a winter journey between Paris and North Cape, located well beyond the Arctic Circle.



A real technical challenge when we know that electric vehicles are not necessarily the best suited for outside temperatures that may fall as low as **-35°C**... These temperatures have an impact on the autonomy of the cars, as the charging speed of the batteries falls dramatically. With our team of specialists, the challenge will be to **find tricks and ruses** that will help us to achieve our milestones of 300 to 400 km per day.



This will be a beautiful and pioneering adventure: imagine these vehicles advancing quietly over the frozen lakes, along the fjords and amongst the vast snowy landscapes with one goal: to reach the North Cape in 14 days and demonstrate, once again, that **the impossible is not electric!**

*Bruno Ricordeau, Director of ATO*



We proved, in the first Green Expedition - ROUTE 40 - 2018, that even clean vehicles could make long-distance expeditions in wild areas on the other side of the world. For the PARIS - NORTH CAPE 2020 expedition, we will once again have to use all the skills and resources of Atypik Travel Organization in terms of logistical support. We are committed to ensuring that all the selected and prepared vehicles reach the end of the adventure, just like all those that we have used in our expeditions over the past 28 years.

# THE ROUTE

## in 14 days

“An idyllic route that will surprise you with the richness of its landscapes, with its nature and wildlife that are lost amongst the immensity of the frozen lakes, snowy forests and countless Norwegian fjords.

”





# THE PROGRAM

*An adventure out of the ordinary*



Photo credit: Terje Rakke - Nordic Life - visitnorway.com



**This expedition with electric cars and motorcycles takes you from Paris to Nordkapp, the northernmost point of the European continent, on a discovery of the snowy roads of the Far North.**

Once you've crossed Germany and Denmark, the fairytale natural surroundings emerge before your gaze: beautiful rivers, majestic frozen lakes, vast national parks bristling with white, reindeer and traditional musk oxen that take you to another world.

Before that, though, a cultural break is needed in the remarkable city of Oslo, capital of Norway. Enjoy the magic of this capital with a coffee in front of the Opera or the Royal Palace, discover the Viking Ship Museum and stroll on the ramparts of Gamlebyen in the old city while your vehicle makes a partial recharge. As you continue the journey, don't miss Trondheim, a sparkling city known for its festivities as well as for its brightly-painted wooden warehouses lined up on the dockside and reflected in the water.





Photo credit: C.H. - visitnorway.com



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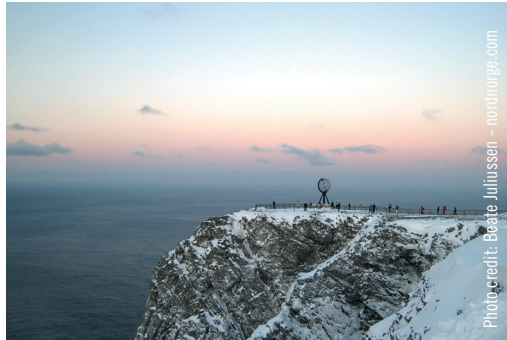


Photo credit: Beate Juliusen - nordnorge.com



Photo credit: Terje Rakke- Nordic Life - Visitnorway.com

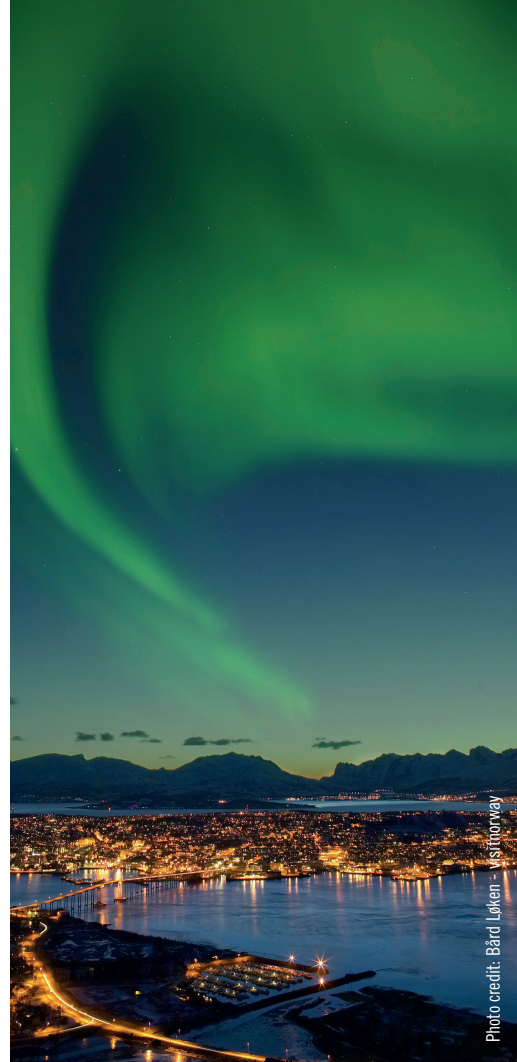


Photo credit: Bård Løken - Visitnorway



## Nature in a pure state



It is time to leave behind this urban stage of the journey, to immerse yourself in the heart of nature. You are now at the gateway to the Arctic Circle. Once crossed, you swiftly enter the magical world of the northern lights, ice buildings and dog sleds following trails covered with sparkling snow. You are totally immersed in the peace and quiet of the place, undisturbed by your vehicle, which is so silent that you'll feel like you are gliding...

Silence is precious, and the places inspire you as you drive along the Norwegian fjords under a starry sky, to the rhythm of time and nature. And so, accompanied by a song of the Sami (a people who live in the north of Scandinavia) and under the immaculate cape of Lapland's aurora borealis, you will arrive at North Cape, at the top of the planet and the last stage of this fantastic adventure.



Photo credit: Asger Helgestad - visitnorway.com

A PROJECT SUPPORTED BY OUR TITLE PARTNER



Sojasun was founded in Brittany in 1988 in Triballat Noyal, a family-run dairy which had been committed to environmentally and socially sustainable agriculture since the 1970s. When they discovered soy and its remarkable nutritional and environmental benefits, the company had a revolutionary idea: to use their experience and transform the humble soy bean into what would become the famous soy dessert, Sojasun.

Today, the Sojasun brand offers around forty different products, including soy-based desserts, drinks, ready meals and culinary ingredients.



Our products are made in Brittany, not far from Rennes. Our primary factory in Châteaubourg receives French soy beans and transforms them into soy milk, which is then used to manufacture the various Sojasun products.

Our drinks and desserts are prepared and packaged on this site. Our soy steaks, mince and ready meals are made in a workshop in Châteaugiron, a few kilometres from the main factory.



Sustainable development has been at the heart of our company for 25 years:

- Choosing renewable energy
- Environmental criteria when choosing our packaging
- Reducing pollution related to the road transport of our products.



# THE SPONSOR

Eric Loizeau



Eric Loizeau, born October 3, 1949, is a French sailor and mountaineer nicknamed "The Captain". He is known for being one of the great skippers of the 1980s. Having switched careers to become a mountaineer in the 1990s, he climbed Mount Everest in May 2003. He is the organiser of the Trophee Mer Montagne.



Eric Loizeau and Laurent Bignolas, committed to the protection of the planet



"In this fundamental period of drastic changes in our habits in the hope of saving our planet, I can only welcome the initiative of Bruno Ricordeau and his team for organising this Green Expedition which will put electric vehicles in the spotlight as a necessity in the world of tomorrow. It is therefore with great pleasure that I sponsor this green expedition, in which I also hope to participate."

## ERIC LOIZEAU *(right)*

sailor, mountaineer, Race For Water's ambassador for the protection of the oceans.



# PRESS COVERAGE

## Example of The Green Expedition 2018

### 3 PRESS CONFERENCES:

- Embassy of France in Argentina
- Embassy of Argentina in Paris
- Conference at the Mercure Hotel, Le Mans

### 1 UNIVERSITY LECTURE:

- University of Santa Cruz

### 3 TRADE FAIRS:

- Electric and Hybrid Vehicle Show, Val d'Isère
- 2nd e-rally in Montecarlo
- Autonomy Show in Paris

### 11 TV FEATURES:

- 5 TV channels
- > *Télé matin (France 2), France 3, M6 Turbo, TV5 Monde*

### 1 DOCUMENTARY FILM:

- Green Film Fest - Buenos Aires, August 30 to September 5, 2018

### 300 PUBLICATIONS PRINTED PRESS:

- 150 publications in France
- 150 publications in Argentina
- > *Le Figaro, L'Express, Le Parisien, Les Echos, Le Point, etc...*

### 50 RADIO REPORTS:

- On more than 7 radio channels
- > *Europe1, Chérie FM, Nostalgie, Sud Radio, etc...*

### INSTITUTIONAL SUPPORT:

- 2 Distinguished Sponsors
- > *Ministry for the Ecological and Inclusive Transition, France*
- > *Ministry of Environment and Sustainable Development, Argentina*
- 2 declarations of tourist interest
- > *Ministry of Tourism, Argentina*
- > *Ente Patagonico*

### DIGITAL DISSEMINATION:

- 2 websites: in French and Spanish
- 1 blog
- Social networks
- > 3000+ external publications

### TELEVISION:



### PRESS:



### RADIO:



### MINISTRY:



### SOCIAL NETWORKS:





# REGISTRATION

Join us!



Photo credit: Frode Kristiansen\_www.nordnorge.com

Any company interested in associating its image and its brand with this fantastic project can participate in this eco-expedition in February 2019, vehicles can be driven by employees of the partner company (PR department, for example).

Support “The Green Expedition” and be sure of positive feedback!

You may sponsor the organisation as well. Documentation available on request.

*This expedition is also open to individuals under certain conditions. Contact us for further information.*



# WITH ELECTRIC IT'S NOT IMPOSSIBLE!



## Contact us:



[www.thegreenexpedition.fr](http://www.thegreenexpedition.fr)  
[www.ato.fr](http://www.ato.fr)



02 43 20 21 69



[info@ato.fr](mailto:info@ato.fr)



5 rue de Mayenne  
72140 Sillé le Guillaume

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