



On the road to a more sustainable mobility

PRESS KIT

LA CROISIÈRE
VERTE
2024



28 OCT. 2024
> JAN. 2025





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Editorial



THE DESIRE TO MOVE FORWARD, TO SHARE, TO DREAM AND TO BELIEVE!

In organising La Croisière Verte, my intention is very clear: to generate enthusiasm and desire by encouraging sustainable and happy mobility!

It starts with **the desire** to be part of a remarkable story. The story of André Citroën, who in 1924 launched an incredible expedition, whose main objective was to cross the African continent from north to south for the first time using cars. His intention was to prove the performance and the reliability of technologies of that period. The triumphal arrival of the 8 autochenilles in Madagascar on 26 June 1925, after 8 months of adventure, had a worldwide impact!

The desire to reconnect with the magical automotive expeditions of the last century. I like the idea that the spirit of adventure, travel, challenge, curiosity and innovation that André Citroën always demonstrated is definitely not something of the past. He was also the pioneer of modern marketing; he knew how to make the people he spoke to want what they wanted, and it's certainly due to this that the Citroën car company quickly became Europe's leading manufacturer!

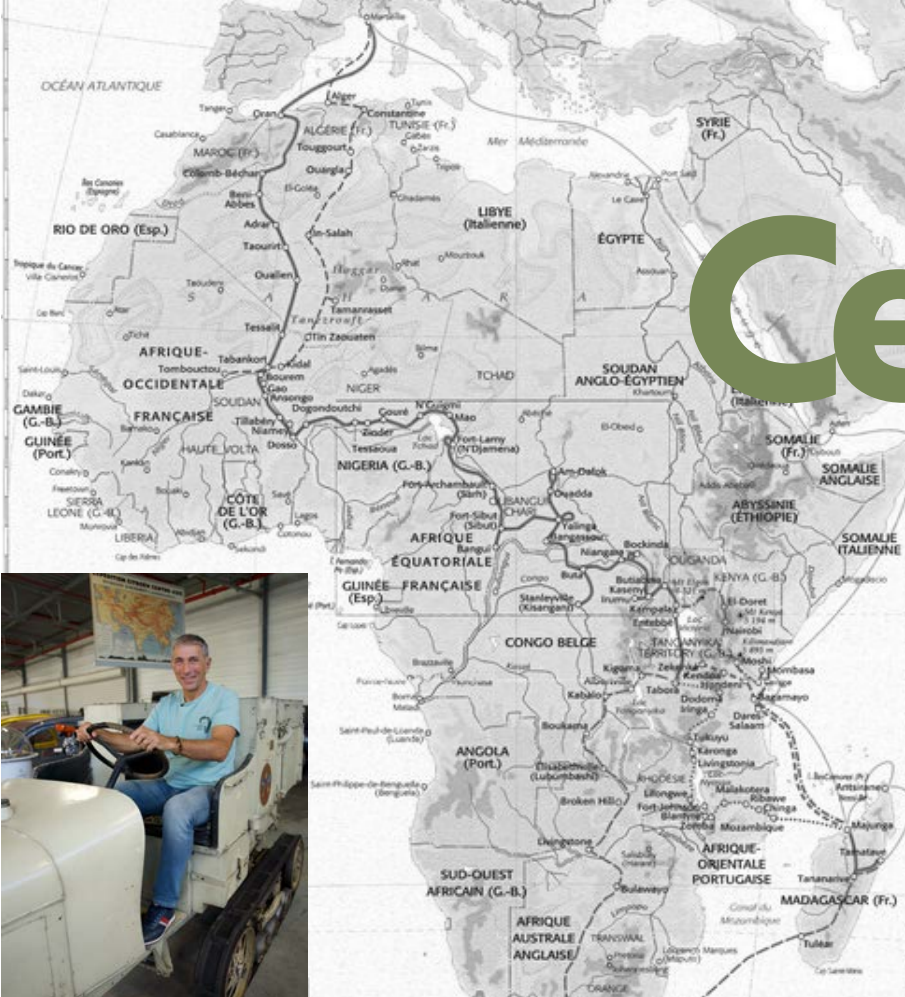
The desire to encourage sustainable and innovative mobility. I am confident that one day we will all be able to travel in zero-emission vehicles. It's by constantly pushing new technologies to their limits and setting ourselves new challenges that we'll get there.

Finally, **the desire** to meet people across France and the 15 African countries where we will be welcomed by many people involved in electric mobility, sustainable energy and environmental protection. We're looking forward to talking with them, sharing our experiences and showcasing their work, which is often remarkable!

There's no doubt that the adoption of new technologies by as many people as possible will be through **desire and imagination!** That's why the vehicles of tomorrow will have to be high-performance, but also fun and attractive. La Croisière Verte will be an enthusiastic expedition that will inspire dreams and emotions, just like the Croisières Citroën of their time.

The desire and pleasure of organising a contemporary expedition 100 years after André Citroën, with the ambition of inspiring the next generation! With the Croisière Verte, let's work together on the road to more sustainable mobility!

Éric Vigouroux,
entrepreneur, former rally-raid driver and initiator of La Croisière Verte



Centennial

CELEBRATING 100 YEARS OF LA CROISIÈRE NOIRE LA CROISIÈRE VERTE 2024

In October 1924, André Citroën organised an incredible expedition across Africa. The ambitious and risky objective for the time was to cross the entire African continent from north to south for the first time aboard cars. This mission, which also had a scientific dimension, was also intended to bring nations closer together by opening up communications to encourage economic development.

La Croisière Noire was born. Exactly 100 years later, driven by the same spirit of innovation, discovery and adventure, Éric Vigouroux, entrepreneur and former rally-raid driver, has decided to take up the same challenge, to celebrate the centenary of this extraordinary adventure, but for the first time, with electric cars powered by renewable energy.

It is the launch of La Croisière Verte.





Concept

TO CROSS THE ENTIRE AFRICAN CONTINENT FROM NORTH TO SOUTH USING LIGHT ELECTRIC MID-SIZE VEHICLES.

After 20 years of competition, the climate crisis, transport-related air pollution and the environmental problems of our time led him to give up his sporting passion. However, his love of the great outdoors, his passion for Africa and his taste for challenge and adventure remain intact.

In 2018, Éric approached the University of Applied Sciences in Bochum, Germany. With a group of students, he built the first solar-powered buggy, which a year later was involved in the record attempt to cross the Simpson Desert in Australia, using only solar energy.

In 2022, after discovering the story of La Croisière Noire in an old forgotten book, he decides to celebrate the centenary of this great odyssey by organising a new motor expedition, this time using ultralight electric vehicles.

In all the countries crossed, the expedition will meet students and people interested in the mobility of the future and renewable energies. This crossing of Africa will help explain the significance of La Croisière Verte and add a social dimension to the project.





Expedition

Citroën AMI

A daring and unexpected choice for a long-distance expedition.

The model chosen, the Citroën AMI, is a vehicle produced in Morocco, where it is also distributed, as well as throughout Europe.

Extremely light and energy-efficient, the AMI is one of the most compact electric car on the market. Its simple design around a tubular chassis is an ideal basis for turning it into a real little electric expedition buggy.

The AMI will be specially prepared for this challenge, with its range extended to 250km (from the original 70km).

La Croisière Verte will consist of 4 Citroën AMI to carry all the equipment needed for the expedition (solar kit, spare parts, tools, food, water, etc.).

100 years after La Croisière Noire, Citroën is once again at the forefront of tomorrow's mobility.





Team



Alexandre Winocq

Co-driver and professional mechanic, He has been competing in the most prestigious rally-raids for over 20 years. He's also Éric's best friend.

Antonia de Roissard

Co-driver and expert in the organisation of international itinerant events. She was responsible for organising the Mercedes F-Cell World Drive for Daimler and regularly works on a number of international rallies and raids.

Éric Vigouroux

Entrepreneur and former rally-raid driver, he is the initiator of LCV. A passionate lover of the wild and open spaces of Africa, he has set ambitious aims for this expedition.

Maarten van Pel

Maarten joined the LCV team as a technical consultant, but not only. His recent 13-month expedition to Africa with his partner driving an electric Škoda is a very useful source of data and information.

Claudio von Planta

An accomplished cameraman and film-maker, he has worked with Ewan McGregor and Charley Boorman in The Long way up series. He will be producing the footage of the expedition from his electric motorbike.



Route



Departure from Paris during the Paris Motor Show on 16 October 2024 and the official departure from Ouarzazate on 28 October 2024.

The official start of the expedition will take place from Ouarzazate on 28 October 2024, 100 years to the day after the departure of André Citroën's Croisière Noire. It will cover a total distance of over 13,500km, arriving in Cape Town, South Africa, mid-January.

Elaborating the route represent a considerable challenge. All the renewable energy sites along the route need to be listed, and the geopolitical situation in each country to be taken into account.

The aim is to cover around 200km a day at an average speed of 45km/h.

La Croisière Verte is a real adventure. The precise itinerary will be worked out daily depending on the state of the tracks or roads, the weather conditions and certain other imperatives.

This itinerary is subject to change and adaptation depending on the opening of new renewable energy power stations and the political situation in the various countries crossed.



16 octobre 2024
Paris - Mondial de l'auto
Départ en convoi

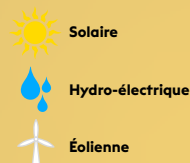


Liaison Paris - Tanger
du 16 octobre au 25 octobre 2024

28 octobre 2024
Ouarzazate - Maroc
Départ officiel

14 000km

Cape Town - Afrique du Sud
Arrivée mi-janvier 2025



Key facts

14 000km

Cross the African continent in less than 3 months, in total self-sufficiency and without assistance, in the lightest and most compact expedition car ever developed.

4

The **4 Citroën Ami cargo** vehicles on La Croisière Verte will be **totally self-sufficient**, zero-emission and solar-powered.

100 years ago

Official departure of La Croisière Verte 2024 on **28 October from Ouarzazate** 100 years after the Croisière Noire. Arrival in Cape Town, South Africa, scheduled for mid-January 2025.

In the cockpit of each vehicle will be packed, in addition to personal belongings, **an ultra-compact mobile solar power station.**

The portable solar power station specially developed for La Croisière Verte consists of :

- 40 foldable and tiltable modules per AMI
- 15 minutes to set up
- Made from composite materials
- Battery charge time: 5/6 hours for a range of around 300 km

Green energy

Along the route, **the solar, hydroelectric and wind plants identified** will also be used as charge points.

PARIS
OUARZAZATE
CAPE TOWN

15 min
5/6h
300km



Encounters

Time will be taken to meet players in the motor sector, students and associations involved in renewable energies and working on tomorrow's mobility.

- **Automobile sector networks** to share our experiences
- **FabLabs** to discuss initiatives that offer solutions and tools adapted to the challenges of sustainable development
- **Universities**, to share our knowledge and practices (e.g. Gaston Berger University in Saint-Louis, with students on the renewable energy programme).



With the support of **Aminata Diop Johnson, Director of the Africa Cultural Agency (ACA)**, founder of the "Pavillon Africain" and a close friend of Éric Vigouroux, La Croisière Verte team will be welcomed throughout the expedition by local players committed to the sustainable energy transition.





Objectives

GOING FURTHER

BY TRAVELLING LIGHT

To explain the virtues of light, sustainable mobility.

Demonstrate the simplicity, repairability and robustness of this new type of light, zero-emission electric vehicle, even on a varied and difficult route.

To push new technologies to their limits and demonstrate their effectiveness.





Objectives

DEVELOP THE POTENTIAL OF THE

AFRICAN CONTINENT

Promote initiatives, particularly in the sector of renewable energy production.

Highlight the African continent's capacity to integrate new technologies.

Discuss existing renewable energy infrastructures and promote their development.





Objectives

INSPIRE THE

YOUNGER GENERATION

To encourage vocations among the younger generation.

To create a great narrative of adventure based on eco-responsible values.

To show that mid-size vehicles are not just practical, they are the symbol of a generation that combines pleasure and ecological awareness.

Encourage younger people to adopt this fun and environmentally-friendly form of mobility.





Support



Meeting organised on 1 March 2023 by Éric Vigouroux with Ariane Audouin-Dubreuil and Henri-Jacques Citroën.

Citroën and Audouin-Dubreuil are the great names behind La Croisière Citroën.

Henri-Jacques and Ariane were immediately drawn to Éric Vigouroux's project and did not hesitate to lend him their support. They will also be taking part in public relations events to remind people of the incredible story of La Croisière Noire expedition of 1924. Their involvement is a huge honour and a great encouragement for Éric and his team.



HENRI-JACQUES CITROËN

Grandson of André Citroën, he represents the Citroën family and works day in day out to keep the memory of their illustrious grandfather alive, one of the most emblematic French industrialists of the last century!

"The 100th anniversary of the start of La Croisière Noire (28 October 1924 - 26 June 1925), also known as the "Citroën Central Africa Expedition", organised by my grandfather André Citroën, is approaching. This centennial will be celebrated with a new crossing of Africa created by Éric Vigouroux.

With his team they will have the onerous task of carrying André Citroën's banner high, reminding us of the importance of this 'Croisière Noire', which enabled us to gain a better understanding of this continent, open up communication routes and bring people closer together."



ARIANE AUDOUIN-DUBREUIL

Daughter of Louis Audouin-Dubreuil, second-in-command of all the Citroën adventures, she has published some very fine works on all these exceptional expeditions, including a superb book "La Croisière Noire", published in 2014.

"To Éric Vigouroux, whom I received with joy and great interest, to evoke a distant and wonderful Africa. May his expedition be rich in discoveries, encounters and powerful images, just as La Croisière Noire was 100 years ago, so that we remember it with emotion."

They also support us...





Sponsors



BERTRAND PICCARD

A legendary dynasty carrying on a tradition of scientific exploration and protection of the environment, Bertrand Piccard putting his reputation as an explorer and his sensitivity as a doctor at the service of progress, the environment and quality of life. With his dual identities as a doctor-psychiatrist attentive to the origins of problems and an explorer in search of new ways of thinking, Bertrand has become a voice listened to by the biggest institutions. One of the first to look at ecology from the angle of profitability, he became United Nations Ambassador for the Environment and Special Adviser to the European Commission.

"I have agreed to support the candidacy of Éric Vigouroux to become an active member of the Société de Géographie Française. I think his commitment over the last few years to promoting more responsible mobility through a number of valuable initiatives deserves to be encouraged. One of the aims of the Croisière Verte will be to demonstrate once again that by travelling lighter you can go further and still significantly reduce your carbon footprint! "

© Photo : 1614608036-Bertrand Piccard @SolarImpulse, Jean Revillard, Reno.jpg



LA SOCIÉTÉ DES EXPLORATEURS FRANÇAIS

The French Explorers Society (SEF) was founded in 1937 by renowned explorers, including Louis Audouin-Dubreuil, who was the second-in-command of all the Citroën Cruises.

The SEF is open to those who share the idea that life itself is an adventure. Its objective is to bring together exploration, scientific research, and human adventure, with a focus on progress and sharing. It also aims to affirm and transmit the values of the spirit of adventure, exploration, and discovery to the general public, notably through partnerships, the creation of events, and by supporting the emergence of new expedition projects by granting them its sponsorship.

The fact that the French Explorers Society has decided to grant its sponsorship to La Croisière Verte is a true recognition of which Eric Vigouroux and his entire team are particularly proud.



Partners

Thank you to the partners who have already joined us...

Our partners as of 19 September 2024

MAIN PARTNER

SUNPOWER

FROM MAXEON SOLAR TECHNOLOGIES

OFFICIALS SUPPORTERS



CITROËN



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TECHNICALS PARTNERS



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