

1907 10<sup>TH</sup> 2028  
**PEKING TO PARIS**

**10TH ANNIVERSARY**

**PEKING TO PARIS  
MOTOR CHALLENGE 2028**



**Media Pack**

Photos by Will Broadhead and Francesco Rastrelli



**HERO-ERA.COM**



What are the ingredients for the Peking to Paris Motor Challenge?

**HERITAGE**



1907 10<sup>TH</sup> 2028  
**PEKING TO PARIS**



**ADVENTURE**

## REMOTENESS

*The Peking to Paris Motor Challenge is one of the last few real adventures left in an ever shrinking world.*



## CULTURE

**COMPETITION**



**ENDURANCE**



## CAMARADERIE

*"P2P forges character, resilience and mainly friendships. The motorcar is the tool with which this happens and allows us to see the world unfiltered teaching us the great humanity that still exists among peoples"*

*Tomas de Vargas Machuca*

## RESOURCEFULNESS

1907 10<sup>TH</sup> 2028  
**PEKING TO PARIS**



# Peking to Paris Motor Challenge 2028 | May / June

## The Last True Motoring Adventure On The Planet

The Peking to Paris Motor Challenge represents one of the last true motoring adventures on the planet. To complete it has been described in the past as to **'Driving the Impossible,'** as it became known courtesy of the French newspaper Le Matin who issued the original challenge in 1907. They challenged motorists to take their new-fangled machines across the world's largest landmass from Peking to reach the finish in Paris. Yet despite the French origins of the challenge, no French contestant has ever won it!



**This will be the longest ever Peking to Paris Motor Challenge at 42 days and 17, 500 kms across twelve countries, 2,500 kms more than the original 1907 event!**

This will be a fitting 10th anniversary as it recreates the challenges and demands facing those early pioneers which will make 2028 a rigorous test of crews and cars in the spirit of 1907. Starting at the Great Wall of China, the 2028 challenge will take the crews across China, but then **back to Mongolia** for the first time since 2019. The remote desert wonderland is a unique place, where the desolate yet beautiful landscapes enthrall the viewer to provide escape beyond imagination. The sheer vastness of the **Gobi desert** and the dunes that whistle as they are whipped into shape by the wind, provide pure adventure. To camp under the stars in the desert and gaze in wonderment at the universe is something that will always be remembered.

The challenge of competition in the desert becomes a case survival for both the crews and their machines as sand and heat saps their energy, conservation is king. The adventure continues across the tough tracks of **Eastern Europe**, but if anyone thinks it is nearly over, they will be wrong. The competition will take in tests along the way with regularities in the mountains and hillsides of Europe as the endurance element continues to bite before France is in sight. Even then, there are a few elements of competition left to be endured, so any rally cars that are struggling will need to be nursed if they are to achieve the goal of crossing the finish line in Paris.

The Peking to Paris Motor Challenge is unique in the motoring world, a true historic vehicle and human endurance event that follows in the spirit and desert tracks of the 1907 Pioneers. Adhering to its original purpose of **testing the automobile and crew**, the first event provided the ultimate challenge of a 14,500 kms adventure 118 years ago. The 2019 event, the seventh revived by HERO-ERA, was described by competitors as the toughest yet. 2024 rivalled 2019 for real endurance, but **the 10th Anniversary 2028 edition will be not just be the longest ever, but the most adventurous by far!**





# Peking to Paris Motor Challenge 2028

## WHO CAN ENTER?

The **Peking to Paris Motor Challenge** is more than a rally, it's a life-changing adventure. As the world's longest-running and most prestigious motoring endurance event, it proudly upholds its legacy to this day. Our mission is to preserve the essence of this extraordinary journey, even as the world around us evolves. To do so, we chart a course through the most remote and unspoiled regions, ensuring that the 'time travel' experience remains vivid for all who take part.

Given the demanding nature of the event, we are highly selective in our entry process. Participation is reserved for experienced crews who have competed in other **HERO-ERA** events in preparation for the ultimate challenge. A true spirit of adventure is essential, expect to camp under the vast skies of Mongolia and Kazakhstan and perform regular maintenance on your own vehicle.

With average daily distances of 400 kilometers – and some days stretching to 650 kilometers – this is endurance rallying at its finest. Only those with the grit, skill, and determination to conquer one of the toughest rallies on Earth need apply.

## ELIGIBLE VEHICLE CATEGORIES

- |                                |  |
|--------------------------------|--|
| <b>A- 1907 Tribute:</b>        | Vehicle Marque that took part in the original 1907 event.  |
| <b>B- Pioneer:</b>             | - <b>Pre 1921</b> - Cars up to 31 December 1920  |
| <b>C- Vintage:</b>             | - <b>Pre 1931</b> - Cars from 1 January 1921 up to 31 December 1930                                  |
| <b>D- Open Top Vintageant:</b> | - <b>Pre 1948</b> - Open top cars from January 1931 up to 31 December 1947                           |
| <b>E- Vintageant:</b>          | - <b>Pre 1948</b> - Cars from 1 January 1931 up to 31 December 1947                                  |
| <b>F- Classic:</b>             | - <b>Pre 1976</b> - Cars from 1 January 1948 up to 31 December 1975                                  |
| <b>G- Modern Classics</b>      | - <b>Pre 1986</b> - Cars from 1 January 1976 up to 31 December 1985. Limited to 5 entries.           |
| <b>H- Solo Class</b>           | - <b>Single Crew</b>   |
| <b>I- 4x4</b>                  | - <b>Pre 1976</b> - 4x4 cars up to 31 December 1975. Limited to 5 entries.                           |
| <b>J- 3 Wheels or Less:</b>    | - <b>Pre 1976</b> - Vehicles with less than 4 wheels, up to 31 December 1975. Limited to 10 entries. |

## 1907 Tribute



**Pioneer** - pre 1921



**Vintage** - pre 1931



**Open Top Vintageant**  
- pre 1948



**Vintageant** - pre 1948



**Classic** - pre 1976



**Modern Classic**  
- pre 1986



## Solo Class



## 4 X 4 - pre 1976



## 3 Wheels or Less - pre 1976



# Peking to Paris Motor Challenge: A Brief History

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If you had happened to purchase a copy of the 'Le Matin' newspaper, in France on the 31st January 1907, whilst thumbing through the pages you might have come across an advertisement, that issued the challenge:

***"What needs to be proved today is that as long as a man has a car, he can do anything and go anywhere. Is there anyone who will undertake to travel this summer from Peking to Paris by automobile?"***

***The newspaper laid down a challenge to pioneer motorists of the day to prove that these new fangled machines were fit for proper travel, not just city contraptions that paraded for a couple of kilometres.***

There were originally forty entries. But finally five brave crews eventually lined up outside the French Embassy in Peking and began a 9,000 mile (14,500 km) adventure across the world's largest landmass, to the eventual finish in Paris, where the winners flag was taken by Prince Scipione Borghese two months later on the 10th August. Borghese had driven a 7.0 L Itala, with co-driver Ettore Guizzardi and journalist Luigi Barzini, which amongst other trials and tribulations, had ended up upside down after falling through a bridge. The other entries to the race consisted of:

- Charles Godard/ Jean du Tallis – Spyker
- Georges Cormier – DeDion
- Victor Collignon – DeDion
- Auguste Pons/ Oscar Foucauld - Contal Mototri

There were no rules in the original race, only that the winner would be the first to reach Paris, where they would be awarded with a Magnum of Mumm champagne. Scant reward for the risks that would be taken, as the route would take them into unmapped terrain with very few roads, and across deserts and wildernesses with no support crews, other than Camels that would carry fuel and set up station along various parts of the route. A journalist accompanied each team, and the route loosely followed the telegraph lines that stretched across the caravan routes of Asia, to allow stories of their escapades to reach the western press.

Whilst all the teams struggled, the race would almost cost the French crew of Auguste Pons and Oscar Foucauld their lives, after their Contal-Tri was overcome by the sands of the Gobi Desert, out of fuel, sands that still hold it captive today. Its pilots were abandoned by the other runners in the event, so they tried to walk back to Peking, with little to no water.

They collapsed but were luckily found by Mongol tribesmen who nurtured them back to health and took them back to Peking by Camel.

ends



THE PIONEERS - MONT VENTOUX 1907



# Peking to Paris Motor Challenge 2024 Facts and Stats

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The world's biggest motoring challenge for Pioneer, Vintage and Classic cars. 2024 was the 8th edition, the first was in 1907. P2P takes usually place every three years, but what does it take to stage such an event?

**Dates:** 18 May to 23 June 2024

**Distance:** 9010 miles/14,590 kms

**Days:** 37

**Countries visited:** 9

**Border crossings:** 8

**Number of Entrants:** 76

**Total number of staff on event:** 46 including production company

**Overall total people on event:** 198

**Mechanical Assistance Crews:** 6

**Number of reconnaissance trips to finalise route:** 6 split trips

**Hospitality team:** Approx 100 agency staff

**Support vehicles:** 18

**Highest Point of the Trip:** 3400 metres

**Hours Behind the Wheel:** approx. 300

**Nights Under Canvas:** 6 (after camp 4 was destroyed by sandstorm)

**Languages Spoken on the trip and across countries visited:** 40

**Local Specialist Help needed (fixers):** Approx. 25

**Estimated numbers of local mechanical support:** 50

**Food Consumed:** 20 Tonnes in Kazakhstan alone

**Water Carried:** 10,000 litres of water in reusable bottles in China alone

**Lunch Packs:** 198 per day

**Medical Personnel:** 6





# HERO-ERA

**HERO-ERA is the world's foremost global historic motoring events company**, running rallies in short, medium and long form for classic and vintage cars. Its famed Peking to Paris Motor Challenge of 37 days covering 14,000 kms across the world's largest landmass, following the wheel tracks and echoes the pioneering spirit of the first competitors in 1907.

The 15 event calendar offers a broad spectrum of rallies from training and short events which include its own championship, the HERO Challenge, to medium- length rallies such as the RAC Rally of the Tests. Longer events over three days include the Classic Marathon series and Badawi Trial over ten days. The company organises authentic motoring adventures which are forged by pioneers

HERO-ERA offers a complete historic motoring platform. There is a fleet of 26 Arrive and Drive rally cars available for hire and all the necessary equipment to go rallying in the HERO Store. Tours and tailored events are run by ITINERIS along with new membership packages to help support the growth of new businesses in the industry.

As part of the group, Hangar 136 Ltd offer bespoke car sales whilst another associated company, The Classic Valuer Ltd, help save the industry time and money with their classic car valuations, including their ground breaking instant image recognition system.

Since commissioning a full economic study of the historic motoring industry which produced astounding results as to the size and value of the industry, (CEBR Economic and Environmental Impact Study of Historic and Classic Motoring Industry in the UK\*) HERO-ERA have become a founder member of the Historic Car and Vehicle Alliance (HCVA). They create awareness, lobby and promote sustainable innovation in the business. HERO-ERA are helping to create an ecosystem for classic motoring which preserves, protects and nurtures the business for the future.

As custodians of part of the industry, HERO-ERA prides itself as a leader in sustainable initiatives through their NET-HERO division with a state-of-the-art offset platform. Their Rally for the Ages partnership with Coryton, a leader in advanced biofuels, means vehicle emissions are meticulously calculated, ensuring transparency and accountability, demonstrating the power of innovation and collective action in the fight against climate change.

HERO-ERA are leading the way in environmentally responsible driving.

[www.hero-era.com](http://www.hero-era.com)





# HERO-ERA and the Peking to Paris Motor Challenge

**HERO-ERA is the world's foremost global historic motoring events company**, running rallies in short, medium and long-form for pioneer, vintage and classic cars. However, it is famed for its flagship rally, the 'Big Daddy' of them all, the Peking to Paris Motor Challenge. It runs for 37 days covering 14,500 kms across the world's largest landmass, with echoes of the pioneering spirit of the first competitors in 1907, keeping the last genuine motoring challenge truly alive and as alluring as ever for adventurers.

Described as running authentic motoring adventures forged by pioneers, HERO-ERA has a strong rallying legacy with over 35 years' experience of planning and running historic rallies. It is well known for running outstanding UK and European rallies.

The calendar offers a broad spectrum of rallies from training and short events which include its own championship, the HERO Challenge, to medium-length rallies such as the RAC Rally of the Tests and London to Lisbon. Longer events over three days include the Classic Marathon series, the Sahara Challenge and the groundbreaking 10 day Badawi Trial to the Last Oasis. The Badawi Trial was a resounding success as it travelled across the Middle East, gaining permission for the first historic rally cars to traverse Saudi Arabia. The Saudis were warm and welcoming as they took the rally to their hearts.

The ERA was founded by the late Philip Young in 1988, the Endurance Rally Association pioneered long-distance endurance rallying. Over the years, it organised major events across 4 continents and of course, the Peking to Paris which Philip restored to glory in 1997 for the second ever running of the rally.

Following his sad death, and to preserve and build on his legacy, Philip's mantle passed to the Historic Endurance Rallying Organisation (HERO) when they acquired ERA (HERO-ERA) and its portfolio of events in 2018. Chairman, Tomas de Vargas Machuca promised to keep faithful to the spirit and aims of the original ERA which he has done. As a result, HERO-ERA endurance rallies continue to attract motoring adventurers from around the world.

The group therefore has a strong rallying experience of planning and running historic rallying events. It is also well known for running UK and European rallies such as the Icelandic Saga, LeJoG (Land's End to John o' Groats which returns revamped in 2025) the Scottish Malts, Summer Trial, Three Legs of Mann and Winter Challenge to Monte Carlo to name a few.



In all their work, HERO ERA campaign for 'Environmentally Responsible Driving.' Through its partnership with Net-Hero, they are making significant strides in environmental sustainability by actively contributing to high-impact climate projects. Net-Hero enables classic car enthusiasts to calculate & offset their carbon emissions, aligning passion with environmental responsibility. This initiative supports verified carbon reduction projects worldwide, helping preserve and restore vulnerable ecosystems worldwide. HERO-ERA make every effort to mitigate the carbon footprint of the rallies and play a pivotal role in fostering a sustainable future for the classic and historic motoring community by adopting renewable fuels. In 2024, Rally for the Ages was the first rally to have participants refuel their vehicles using SUSTAIN Classic 2nd generation biofuel especially designed for classic cars. Furthermore, every Arrive & Drive vehicle in the HERO ERA fleet will have a full tank of SUSTAIN classic when leaving Bicester Heritage.

With such a great organisation and such exciting events, it needs a great organising team behind it, especially with a rally of the magnitude of Peking to Paris. So, a huge thank you to the brilliant organising HERO-ERA team and all involved on the 2028 P2P.



# Peking to Paris Motor Challenge 2024: Global Reach



The New York Times

## Racing 'Peking to Paris' in Classic Cars: 'The Best Part Is the Beer at Night'

For 36 days over 8,500 miles, racers cajole their classic and collectible cars across dirt paths, rivers and mountains in an event first run in 1907.



PAYS : France  
PAGE(S) : 112  
SURFACE : 100 %  
PERIODICITE : Hebdomadaire

DIFFUSION : 575038  
JOURNALISTE : Lionel Robert



ial 2024 - N°3914

CALENDÁRIO VÍDEOS

JORNAL DOS CLASSICOS

LOJA CLASS

CLÁSSICOS MODERNOS MOTOS EVENTOS COMPETIÇÃO AUTOMOBILIA LIFESTYLE A



Seguici su: f X

## Motori

HOME ATTUALITÀ MODELLI THE BEST TECNOLOGIA&AMBIENTE E-BIKE ZRUOTE

PECHINO-PARIGI

## A fuoco American La France, l'auto numero uno del rally

di Roberto Chiodi



## LA PHOTO DE LA SEMAINE

**Le périple se poursuit pour les participants du Pékín-Paris 2024.** À bord de leurs anciennes, ils ont les déserts de Tengger et de Gobi. Un exercice au cours duquel diverses avaries sont arrivées sur une partie des 87 autos engagées : crevaisons, amortisseurs cassés, boîtes de vitesses bloquées... Doyenne de la compétition, l'American LaFrance de 1914 a échappé aux ennuis mécaniques. Néanmoins, l'auto a dû rebrousser chemin un temps pour retrouver un sac plein sur le parcours et contenant les passeports. Commerciaux comme véhicules de pompiers, divers modèles d'Américains ont été recarrossés par la suite, à l'instar de l'exemplaire du Parti de Chine le 18 mai, le cortège arrivera à Paris le 23 Juin.



MOBILITÉS

## RALLYE PÉKIN-PARIS HOMMAGE À UNE PIONNIÈRE

Cette course à mi-chemin entre compétition et aventure accueillie, pour sa 8<sup>e</sup> édition, une pièce de musée dont le seul objectif sera d'atteindre l'arrivée.

Par Lionel Robert  
Il y aura bien une Citroën DS au départ du Pékín-Paris 2024, mais celle qui devrait capter tous les regards durant les six semaines de course ne sera pas française. Quoique... L'American LaFrance Type 10, puisque c'est elle dont il s'agit, revenant, comme son nom l'indique, quelques générations. Ce sera surtout la seule représentante de la collection de la marque.

Officiellement créée en 1903 aux États-Unis, la société American LaFrance est connue pour être le plus vieux fabricant au monde de matériel anti-incendie et, notamment, de camions de pompiers. Mais ses origines remontent à 1836, quand un jeune homme de York, dans l'État de New York, a vu le jour, un véritable mastodonte doté d'un énorme quatre-cylindres 9 litres. Reconstitué dans un petit at de Yorkshire, dans l'État de New York, le moteur a fait l'objet de toutes les attention, la doyenne devant accomplir quotidiennement près de 500 kilomètres, et plus d'un mois durant. À travers la Chine, le Kazakhstan, l'Australie, la Géorgie, la Turquie, la Colombie, Saint-Martin, l'Italie, la France, sa fiabilité sera largement éprouvée. Les paris sont à présent ouverts : savoir si LaFrance verra Paris...

LaFrance. Et c'est en 1910, soit quinze ans après la mort du fondateur, que la Type 10 a vu le jour, un véritable mastodonte doté d'un énorme quatre-cylindres 9 litres. Reconstitué dans un petit at de Yorkshire, dans l'État de New York, le moteur a fait l'objet de toutes les attention, la doyenne devant accomplir quotidiennement près de 500 kilomètres, et plus d'un mois durant. À travers la Chine, le Kazakhstan, l'Australie, la Géorgie, la Turquie, la Colombie, Saint-Martin, l'Italie, la France, sa fiabilité sera largement éprouvée. Les paris sont à présent ouverts : savoir si LaFrance verra Paris...

## CHALLENGE



## 5 000 km en 5 jours avec une Mustang !



## Why Fangio had it right, from the start

One of the best pre-war cars for grueling long-distance rallies is the 1930s Chevrolet 'Fangio' Coupe. On the eve of the Peking to Paris, we find out just why that is

'flavour': pre-war want to know why it is an Alpine sending anybody or something similar not where these long-distance stumpy roads, they are all about. The Juan Manuel was the man who

THIS WEEK

185 for sale  
at Catter & Lythall  
show back on

## THE 'HARDEST CLASSIC RALLY' RETURNS

The gruelling Peking to Paris rally has finally set off from the Great Wall of China following a five-year wait



## SOCIAL MEDIA

## Instagram

## Facebook

## YouTube

Accounts Reached

300,000

600,000

70,000

Impressions / Views

1,200,000

150,000

Reactions

28,000

120,000

Watch Time

14,000hrs



## Past Competitors

## ABC1s Proliferate



**Anton Gonnissen** – Award winning Belgian Architect and record breaker on P2P



**Ben Cussons** – Former Royal Automobile Club Chairman, adventurer and global sailor



**Mitch Gross** – Owner of largest steam vehicle collection in USA and P2P record breaker



**Arne Quinz** – Belgian TV presenter and P2P aficionado



**Patrick Watts** – Former works Peugeot UK Touring Car Racer and Historic Rally Champion



**Andreas Pohl** – German Industry Chief and entrepreneur



**Richard Walker** – Three time European Truck Racing Champion



**Douglas McWilliams** – Economist, Author and government advisor



**Nathalie Pohl** – World Record Holder. Open Water Swimmer



*“One year, I sat there alone at a remote timing point in the vast open space for a day. You couldn’t hear a thing, no wind, not an animal, no living thing, no other sound anywhere, just total other worldly silence. You have to pinch yourself at times as a reminder of just how lucky you are to be there. There are not that many places in the world where that happens, it is quite a special place.”*  
*Chris Elkins, Route-Coordinator*

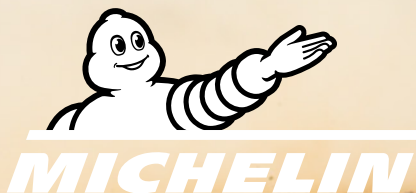









The Peking to Paris Motor Challenge is the longest, and perhaps toughest, driving challenge for Pioneer, Vintage and Classic cars; in May 2028 we set out for the tenth time on this epic adventure, with the most experienced team at the helm, HERO-ERA.

This amazing motor challenge is open to cars of a type produced pre-1976 (with a limited amount of pre 1986 vehicles) and is suitable for experienced rally entrants. Any novice crews will need to be prepared to compete in other classic car endurance events prior to tackling the Peking to Paris, as well as to undertake suitable training. Taking an exciting route via gravel, sand and stunning driving roads, desert camping and a mixture of basic to luxurious hotels, this is a life changing adventure, never to be forgotten.

THE  
HISTORIC  
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2019  
WINNER



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