

1907 9TH 2025
PEKING TO PARIS

**PEKING TO PARIS
MOTOR CHALLENGE 2025
INFORMATION**



Media Pack

Photos by Will Broadhead and Francesco Rastrelli



HERO-ERA.COM



1907 9TH 2025
PEKING TO PARIS

HERITAGE

*What are the ingredients of
Peking to Paris Motor Challenge?*

ADVENTURE



REMOTE

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

COMPETITION



CULTURE



ENDURANCE



CAMARADERIE



MECHANICAL



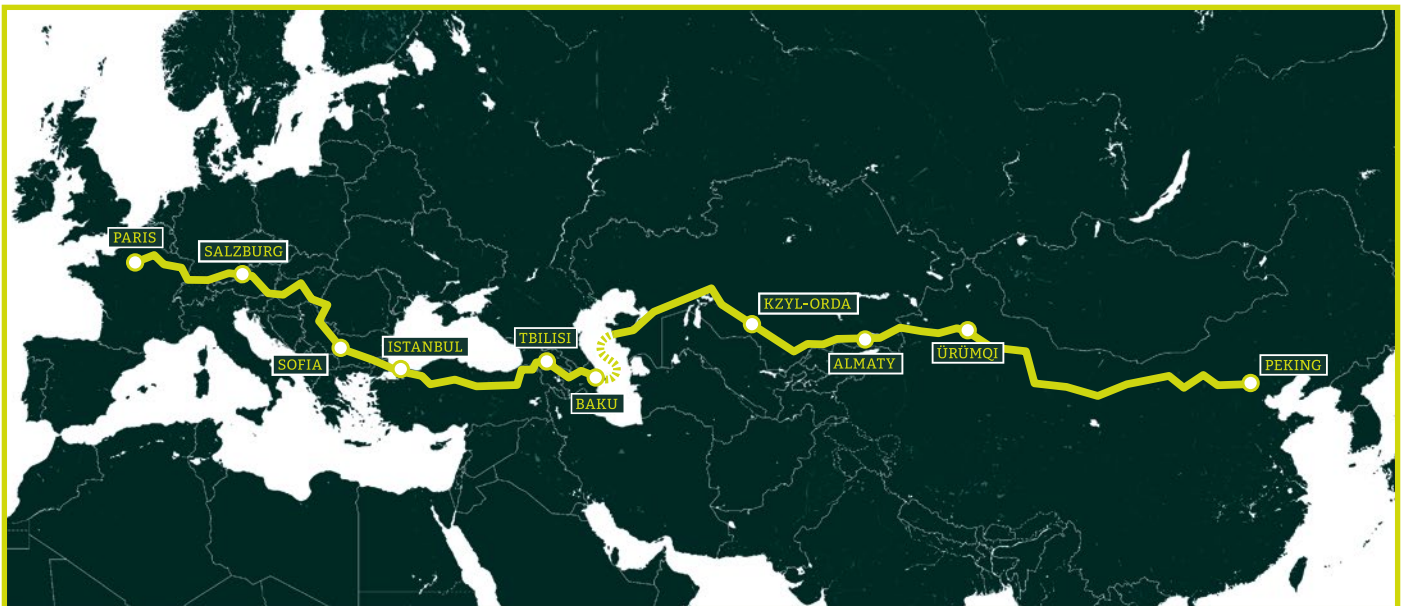
Tomas de Vargas Machuca, Chairman of HERO-ERA explained the high level of interest; “The ‘P2P’ is a life changing event for an array of reasons that include everything from the adventure element, the cultural dynamics, driving and mechanical skills and the utter determination to reach Paris by all. These are the aspects of the Motor Challenge that participants are attracted to, as well as the friendships that are forged out of the true camaraderie between competitors who come from all over the world, from all walks of life, who are looking for the ultimate motor challenge.”

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 **'Drive 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!

Eight editions later, **The Ultimate Motoring Challenge** is still as alluring for motorised adventurers as ever. It takes determination, courage, ingenuity and detailed preparation to drive halfway around the world and compete in Vintage and Classic cars that should have retired decades ago!

The Endurance Rally Association revived the P2P in 1997 and organised 2007 on it's centenary following the route and recreating the spirit of the original. Each of the five subsequent events has grown in stature and reputation. 2025 will be the ninth edition.



2025 | 17 May to 22 June

At 37 days over 14, 500 kms across twelve countries, starting at the Great Wall of China, the 2025 challenge will take the crews across China, Inner Mongolia, Kazakhstan, and then across the Caspian Sea to Azerbaijan. From there the challenge continues over the tough tracks of Georgia and Turkey. But just in case crews think it is all over bar a cruise to Paris, a sting in the tail is promised through Bulgaria, Romania, Hungary, Austria, Switzerland and finally France.

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 15,000 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.



Peking to Paris Motor Challenge 2025

WHO CAN ENTER?

The event route is challenging, and for this reason we welcome only experienced crews who are prepared to compete in other HERO-ERA events prior to tackling the Peking to Paris. You will need a sense of adventure and be prepared to spend nights under canvas in the deserts of Inner Mongolia and Kazakhstan. The ability to carry out regular maintenance on your own car is essential. Average daily distances are around 400 kilometres but, on occasion, they can be as much as 650 kilometres - it is an endurance event after all.

ELIGIBLE CARS

There Are Three Main Categories and Two 'Invitation' Classes:

A – Pioneer up to December 1920

B – Vintage & Vintageant from January 1921 up to December 1947

C – Classic from January 1948 to December 1975

D - Pre-1985 4X4 Vehicles by 'Invitation' only some categories may be subdivided into classes based on engine size.

E – Pre-1985 2WD cars production based for 'Invitation' consideration. D and E classes will have separate classes and awards from the main event.

Pioneer



Vintage



Vintageant



Classic



Pre-1985 2WD



Pre-1985 4X4





Peking to Paris Motor Challenge: A Brief History

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 9,317 mile (14,994 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, 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, and they had 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.

It is time for a French crew to make amends?

ends



THE PIONEERS - MONT VENTOUX 1907



Peking to Paris Motor Challenge 2024 Facts and Stats

The world's biggest motoring challenge for 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: 17 May to 22 June 2025

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, follows the wheel tracks and echoes the pioneering spirit of the first competitors in 1907.

Run by enthusiasts for enthusiasts, 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.

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) who 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, meant vehicle emissions were 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





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 being run 'for enthusiasts, by enthusiasts', HERO has a strong rallying legacy with over 35 years' experience of planning and running historic rallying events. 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.

HERO-ERA offers a complete historic motoring platform. There is a fleet of 26 Arrive and Drive rally cars available for hire, one of their Porsche 911s winning the class and finishing fourth classic overall on P2P 2024. All the necessary equipment to go rallying is in the HERO Store, whilst Tours and tailored events are run by Itineris along with new membership packages which help support the growth of new business in the industry.

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 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 2024 P2P. Here's to the 2025 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.



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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^e 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 devant 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, soit plus de 180 ans avant la création de la marque.

LaFrance. Et c'est en 1930, 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 atelier de Yorkshaire, dans l'État de New York, le moteur a fait l'objet de toutes les attentions, la doyenne devant accomplir quotidiennement près de 500 kilomètres, et plus d'un mois durant. À travers la Chine, le Kazakhstan, l'Azerbaïdjan, la Géorgie, la Turquie, la Colombie, Saint-Martin, l'Italie et 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 or 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
Impressions / Views
Reactions
Watch Time

300,000
1,200,000
28,000

600,000
120,000

70,000
150,000
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



The Peking to Paris Motor Challenge is the longest, and perhaps toughest, driving challenge for Vintage and Classic cars; in May 2025 we set out for the ninth 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 (invitation classes, pre-1985) 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
MOTORING
Awards
2019
WINNER



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