



TOUR AUTO OPTIC 2000 NEW PROSPECTS

For its eighteenth edition, the Tour Auto will take Tour Auto Optic 2000 as title and opens to original horizons. In 2009, the rally will resist the southern sirens to offer a large loop to the East and the North, which will lead to the English Channel seaside, to Deauville, via Beaune, Mulhouse, Luxembourg and, likely, Lille. That's new again! It is in the Jardins des Tuileries that the two hundred classic racing cars will meet up on April 20th, 2009 for the great departure.

----- THE TOUR AUTO BECOMES TOUR AUTO OPTIC 2000 -----

In 2009, Optic 2000 becomes the main partner of the Tour Auto with the name of Tour Auto Optic 2000.

Motor racing is deeply established in Optic 2000 tradition. For 16 years, Optic 2000 has been the partner of Optic 2000 Rally of Tunisia. This partnership ended in 2007. For five years, the Tour Auto has been supported by another brand of the group: Lissac.

Now, Optic 2000 and its 1158-retailer network get involved with Patrick Peter and his team on the Tour Auto, with the objective of providing a new dimension to this event. Optic 2000 will also support the Ronde du Ventoux Optic 2000 to take place from 5 to 7 June 2009.

The link between the sight and the driving is obvious, since 90 % of our decisions and movements depend on what our eyes see. More than ever, this partnership is part of a long term approach of prevention and information upon the sight and the driving for the consumers.

To drive safely, Optic 2000 takes a stand:

- By informing the public on the driving and the sight,
- By encouraging the sight checking,
- By proposing Essilor Special driving glasses,
- By communicating to sight professional, opticians and ophthalmologists in a conference "See well to drive safely" held in May 2008.

The Optic 2000 Group includes today 1158 retailers in France and 43 in Switzerland with Optic 2000 brand, as well as Lissac brand for optic and Audio 2000 for audio-prosthetics.

Didier Papaz, CEO and Yves Guénin, General Secretary of Optic 2000 Group

"Motor racing is pure passion. Optic 2000 is happy to join this premium event, where superb cars will cross roads and circuits of France. Being in the race, with prestigious cars, in the most beautiful spots of France traduces very well the spirit of competition and the quality required by our brand."

Patrick Peter, Peter Auto

"This new partnership with Optic 2000, which lies within the continuity of the one we had with Lissac for five years, is the sign of the renewed confidence and makes evidence of Peter Auto and Optic 2000's shared ambition to still develop a rally which knows an outstanding success for now 17 years. We are particularly proud to announce this new partnership which confirms, with the growing interest of the public, that the major classic events like the Tour Auto Optic 2000 are resolutely turned to the future."





----- FROM THE TUILERIES TO DEAUVILLE, A SPORTING AND GLAMOROUS ITINERARY -----

After two outstanding exhibitions in the Grand Palais in 2007 and 2008, it is again in the heart of Paris, in the Jardins des Tuileries that the Tour Auto Optic 2000 cars will meet up on April 20th, 2009. The retrospective keeps on exploring the history of the Paris motor show, since the first edition has been held in the Tuileries in 1899, before moving to the Grand Palais in 1900. The first leg of the Tour 2009 is well known by the competitors, they already visited Beaune (in 2006 & 2008). By the way, they will, of course, compete on the Dijon Prenois circuit. After, the itinerary will take original roads with legs in Mulhouse, Luxembourg and Lille via the circuits of Bresse, Chenevières and Spa-Francorchamps. The final destination of the Tour Auto Optic 2000 will definitely be one the most glamorous of the previous years, at the prestigious seaside city of Deauville where the arch of the finish will be displayed.

Faithful to its reputation, the Tour Auto Optic 2000 will allow its competitors to discover historical places: the Hospices de Beaune, the Saline Royale d'Arc et Senans, the Cité de l'Automobile - Schlumpf collection in Mulhouse and other highly suggestive places to be revealed later on.

New name, new itinerary... The Tour Auto Optic 2000 is brand new this year but keeps, of course, its basic ingredients which provide the typical flavour of this outstanding rally: a charming itinerary on the secondary roads, punctuated by special stages on roads and circuits, more than two hundred classic cars and as many teams coming from all over the world. This year, the Jaguar Mk1-Mk2 and the Ford GT40 will be the main actors of the grandiose rally. Let's meet on April, 20th-25th to watch them in action.

----- THE TOUR AUTO OPTIC 2000 IN A NUTSHELL -----

Dates & itinerary	Checks/Scrutineering.....	Paris - Jardins des Tuileries	20 April
Start ..	Paris.....		21 April
1 st leg	Beaune		21 April
2 nd leg	Mulhouse		22 April
3 rd leg	Luxembourg		23 April
4 th leg	Lille		24 April
Finish	Deauville		25 April
Eligible cars	200 of which model has participated in the <i>Tour de France Automobile</i> between 1951 & 1973		
Organisation	Peter Auto and ASA Tour Auto		

Media contact for Optic 2000

Béatrice Genet
 5 avenue Newton - F 92140 Clamart
 Tel +33 (0)1.41.23.20.10 - Fax +33 (0)1.41.23.20.58
beatrice.genet@audioptic.fr

Media contacts for Peter Auto

Marine Allainguillaume - Bertrand Waldbillig
 103 rue Lamarck - F 75018 Paris
 Tel +33 (0)1.42.59.73.40 - Fax +33 (0)1.42.59.48.28
mallainguillaume@peter.fr - bwaldbillig@peter.fr

WWW.TOURAUTO.COM

