



## PRESS RELEASE

### PETER AUTO TAKES OVER THE REINS OF THE RALLYE DES PRINCESSES RICHARD MILLE

**Paris** – 31st August 2020. Just as the Tour Auto Optic 2000 caravan is gearing up to start the 29th running of the event, Peter Auto and Zaniroli Classic-Events are delighted to announce the signature of an agreement concerning the takeover of the Rallye des Princesses Richard Mille by Peter Auto in 2022. The arrival of this 100% women's rally will enable Peter Auto to add an event dedicated to women and the art de vivre of the motor car to its calendar. Please note that only the Rallye des Princesses Richard Mille is concerned by this agreement: all the other meetings organised by Zaniroli Classic-Events will still be run by the eponymous company.

Viviane Zaniroli used the Paris-Saint-Raphael Rally (1929-1974) as inspiration for the Rallye des Princesses, which she created in 1999. Since then this event has undergone constant growth and has attracted more and more participants to become an unmissable rendezvous on the calendar of events for the motor car. Of course, Richard Mille, title sponsor of the rally and founder of the eponymous watch-making firm, and Patrick Peter know each other very well. For several decades now the two men have been great friends and enjoy close professional links: Le Mans Classic, Le Rallye des Légendes Richard Mille and Chantilly Arts & Elégance Richard Mille are three events backed by the watchmaker/designer.

The 21st Rallye des Princesses Richard Mille, which will take place between 29th May and 3rd June 2021, will still be organised by Zaniroli Classic-Events helped by the Peter Auto teams in the fields of communication and marketing ensuring a smooth passing of the torch before the full takeover in 2022.

*"Passion knows no bounds and it can be lived by men and women alike. Viviane and Patrick Zaniroli have demonstrated this with the Rallye des Princesses Richard Mille over the last 20 years. This event completes our portfolio of competitions and will help us to meet a growing demand from our female competitors. Of course, as you know we have very close links with its main partner, Richard Mille, so it was a no-brainer!" Patrick Peter*

*"I couldn't dream of leaving my Rallye des Princesses in better hands. This marvellous event, soon to celebrate its 21st anniversary, has made a big contribution to the emancipation of women in the world of the motor car, which proves that it has a great future ahead of it. I'm very proud to have brought it this far. The professionalism of the Peter Auto teams gives them the perfect skills to ensure the future of this avant-garde event to which I would like to associate Richard Mille and his team who have put their trust in us for the last six years, my faithful crew, all our partners and above all, all the participants who have believed in it for all these years! So with all my heart I would like to wish the Rallye des Princesses Richard Mille long life!" Viviane Zaniroli*

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