

LET'S INVENT THE ADVENTURE OF TOMORROW



THE SUN TRIP : A NEW ADVENTURE



The Sun Trip is a simple idea: from a starting point to a single destination, the adventurers choose their itinerary. Such is the spirit of the greatest of the world's adventures, Vendee Globe, Dakar, and the charm of long-distance bike travelling.

By gathering participants from all horizons and by proposing them the largest of playgrounds - the Earth - The Sun Trip will create the great adventure presently missing to the cycling world. Beyond this, it is the eco-adventure of tomorrow, synonym of freedom and technological progress.



June - October 2010

During the summer of 2010, Florian Bailly, initiator of The Sun Trip, performs the first solar bike trip, an epic 10,000 km solo in four months from France to Japan, at a rate of 115 km per day.

In the Sun Trip, each competitor is empowered to choose his own route according to his desires, goals, physical (and linguistic) abilities.

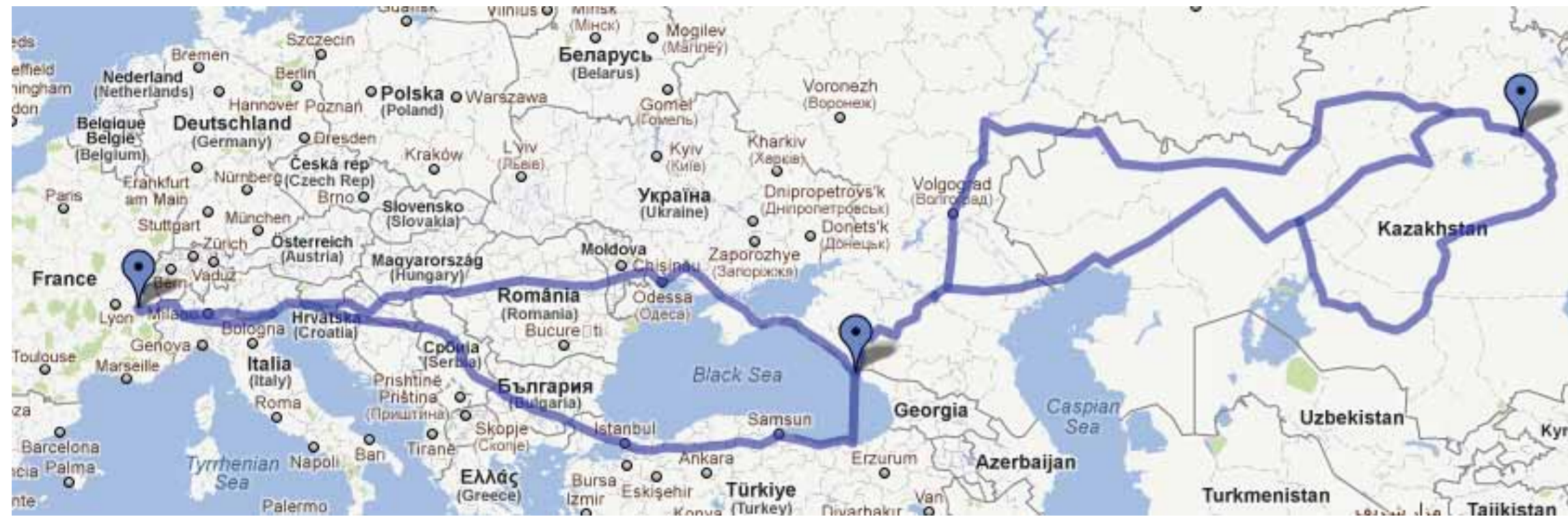
Riders should not necessarily choose the most direct route, but need to take into account elevation changes, wind, road conditions, the weather in general, and why not his language skills. This is the image of ocean racing, there is a real dimension of navigation, navigation proposed for the first time on the Earth itself.

The keys of the RACE : *A solitary adventure* *A new eco-adventure* *A humanist odyssey*

The Sun Trip : the green adventure of tomorrow

THE ROUTE : MULTIPLE CHOICES.

Banner of freedom and progress, with The Sun Trip the borders of the world turn from barriers to opportunities.



Of all proposed routes studied, **the idea of arriving in Kazakhstan appears to be the best option.**

The capital, Astana, is **6000 to 7000 km distant from the French border.** This distance allows to consider a journey of about two months, whereby a Shanghai trip would take at least four months. In terms of communication, logistics, or simply to entice and recruit adventurers, **a race format of 2 months seems a good compromise.**

Kazakhstan, located on the Asian continent, is a country whose history has long been shaped by the forces of nomadism. This is undoubtedly a land of adventure. An overbearing sun baking the desert steppe does a lot for the reputation of the Central Asian countries, ideal playground for The Sun Trip.

Finally, Kazakhstan is a country on its way to the future. Without turning its back on its history, the country is opening to the world. Making Astana the destination of arrival of the Sun Trip would be a great symbol.

Contacts have already been made with the authorities.

Timeline : summer 2013.

Estimated kilometer: 6000 km.

Estimated time of adventure : 2 month.



A bright sun, a wilderness of desert steppes, a real tradition of hospitality, the modernity of Astana, the country turned towards progress.

"THE SOLAR BIKE : A CURRENT DREAM"



The solar bicycle is no longer a dream, it is a proven reality around the world. The Sun Trip is an eco-adventure, human and technological, which incarnate the spirit of freedom and discovery with the world as playground.

A bicycle, an electric motor, a battery, a solar panel and a world that can run differently..

During the summer of 2010, Florian Bailly, initiator of The Sun Trip, performs the first solar bike trip, an epic 10,000 km solo in four months from France to Japan at a rate of 115 km per day. French media first noticed : TF1, France Inter, France Info, many printed press outlets, and subsequently international media: Italy, Russia, China, Japan..



November 2010 : Spanish Guim Valls Turuel adds a solar panel to his electric bike to help completed his world tour. He arrived back in Spain in September 2011.

Spring 2011: Germans Sebastian Plog and Susanne Bruesch embark on a tour of the Sahara assisted by a 1.5 square meter (16 sq ft) solar panel.

July 2011: Frenchman Thibaut Dubrulle leaves Shanghai on a solar bicycle, direction Lille, France. Traveling 130 km a day with a bike specifically made by the manufacturer Watt'sup, he also traveled the world at high speed. His arrival is planned for late 2011.

Solar cycling is gathering momentum, The Sun Trip aims to gather energy and build on.



LE VÉLO SOLAIRE : UNE AVENTURE QUI RASSEMBLE

The solar bicycle is something new, in development. In the field, the possibilities for creation and technological innovation is huge.

A solar bike is first and foremost an electric bike. The engine is in the wheel or the pedals. It is powered by batteries, the most common today being Lithium, and the batteries are recharged by the sun. The challenges offered by this bike are numerous: photovoltaic cells efficiency; battery resistance; weight of ensemble, and particularly the solar panel structure; overall performance; transmission of electrical energy; mechanical resistance of the bike, etc...



Supporting the development of solar bicycles is a thriving electric bike market, market which is growing every year (+ 60% in France in 2010) and is now part of the strategy of many large corporations in the world of cycling..



From left to right, the models from:

Giant, Matra Sports, Smart (Mercedes), Scott (with Bosch engine) and Beast.

STRATÉGIE DE RECHERCHE DES PARTICIPANTS :

- > **Limit the number of participants to 20.**
- > **International communications.**
- > **All-media communication.**
- > **A communication through ambassadors.**
- > **A will to facilitate access to the adventure.**
- > **A work with higher education.**
- > **A work with professionals in the field of e-bike.**

A DUAL COMPETITION :

> **A Race against time :** The technological progress making the Sun Trip possible is a boost to the spirit of competition, and will undoubtedly be a source of emotions and exploits.

Just like a sailor at sea, the best itinerary is a quest of all times. The first to reach the end line wins.

> **A race to the best blog :** Travel as a tool of expression and inspiration.

Each adventurer will have a blog. The public and a panel of experts will vote for the best storyteller.

COMMUNICATION : A STORY TO BE WRITTEN



Like all great expeditions, the Vendee Globe, the Dakar, the Transat Jacques Vabre, the crossing Ramatlantic, etc. The Sun Trip can become an adventure series, to be followed live on the internet, and in images on television.

GPS live tracking ; staging the adventure every day ; the challenge of the solitary effort ; The legend of the great raids ; The ingredients of the television success

The Sun Trip it is the new idea, that joins in the evolution of the world of the adventure.



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OFFICIAL WEB SITE AND BLOGS OF THE ADVENTURERS

The riders' progress will be tracked by GPS, providing real-time updates on the web, along with the best selection of photos, go from rider to rider and be witness to their progress. An interactive website will be the central element of our broadcast strategy, promoted through social networking.

The adventure will also be shared at a personal level. The Sun Trip will provide participants with a blog, all with a common look, and encourage them to record their day to day impressions. These blogs will be the basis of the "best blogger" contest.

A NEW TV CONCEPT

The Sun Trip is well-suited to the standards of reality television. It will be rich in feelings, meetings of cultures, personalities, in new developments, discoveries, performances, tears and laughter. Twenty solar adventurers is a guarantee that something will always be happening.

The Sun Trip can be an opportunity to write a completely new adventure series movie. Crews can film riders on the road, and footage from the competitors themselves can combine to provide plenty of excellent material to showcase the cultures and landscapes which will be traversed by the solar adventurers.

The final format remains to be defined, and is a great opportunity for enriching a seasonal programming.

The experience of Florian Bailly

« « To travel across the globe on a solar bike: mission possible !

I proved it during the summer of 2010 with my trip On the Road of the Rising Sun, 10,000 km from France to Japan, for the first trip of the kind. This tremendous experience taught me several lessons.

- **The solar bike works** : 115 km per day, an average of 23 km / h despite the 65 kilos of the bike. This performance is 30% better than a conventional bicycle travel, which is considerable, but no less of a challenge. I know, I have ridden most of the same route on a traditional bicycle a few years earlier!

- **The solar bike is a crowd pleaser** : this was my most beautiful lesson of this first. From France to Japan, through Kazakh villages or Chinese desert highways, the idea attracts attention. It's this enthusiasm that made me realize that the adventures of solar bikes were just beginning.

- **Solar bicycles appeal to media** : From start to finish my project has constantly attracted the curiosity of journalists.

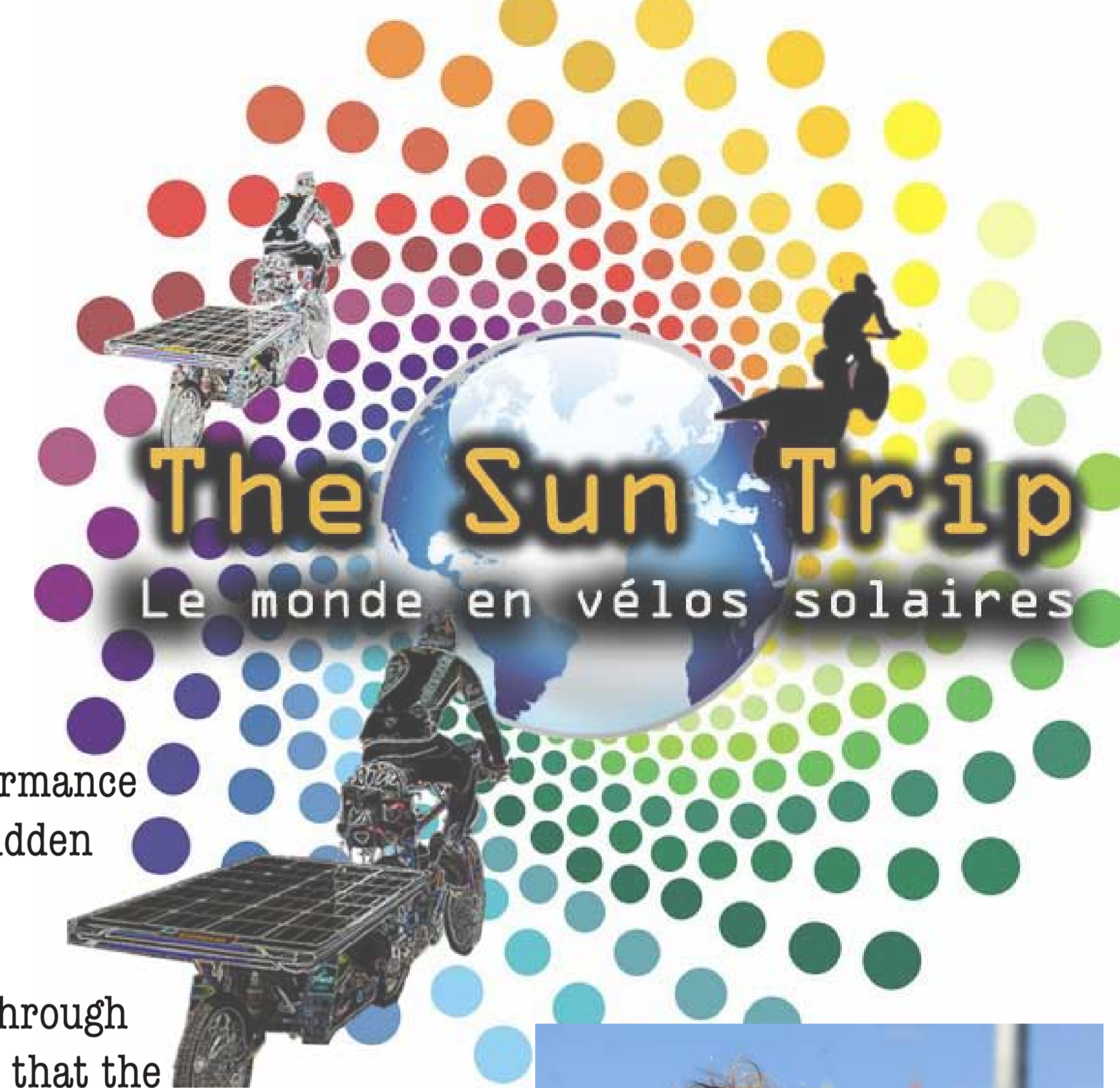
- **Solar cycling has room for massive improvements** : Travelling by solar bike is also participate in the great scientific adventure of developing green energy.

Solar cycling is not only a leisure, it is also, at a time when awareness in new sources of energy is very high, we are writing a new way of living the adventure, of living in greater harmony with the planet.

Whatever the country, social background, level of knowledge in renewable energy or riders and enthusiasts alike, the idea of an alliance between freedom of movement and energy independence impresses people, and perhaps give ideas.

The Sun Trip is a new page, a fresh concept, an adventure in full respect for the other, in appreciation of the freedom that is given to us.

Let's seize it together! "!" »



Florian Bailly

Born the 7 /06/ 1983 in Albertville (Savoie)
- France-China in bike - 2006
- Graduate in Business Law - 2007
- Responsible for multimedia communication to the General Council of Savoie. Webmaster savoieactu.com - 2008
- France - Japan with solar bike - 2010
- President of the Association for Renewable Energy Adventure - 2010
- Creator of The Sun Trip - 2011

Une première menée avec



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