



7.-8.5.2010

Helsinki - Forssa - Tampere (night break) - Lahti - Helsinki

First day: 339.77 km

Second day: 303.62 km = 643.39 km total

at an average speed of 60 km/h

EcoTour Concept

EcoTour 2010 is a touring kind of economical driving event, the idea of which is to support the AL's brand image and the image of Motor magazine's media marketing. In connection with the EcoTour "market place" events are arranged on the starting and finish grid as well as before the night break. Events during the competition breaks are also open to public.

Premarketing campaign of EcoTour -event was launched in September 2009, 9 months before the event. The number of participating teams was set to 30. This target was reached by 01.03.2010. The final number of participants was 36 teams.

EcoTour premarketing campaign was supported by the AL Journal MOOTTORI, issues 1-6 /2010.

An agreement to hire cars for participants was signed with AVIS in September 2009. It was also possible to use own car at the race. On this occasion it was decided to divide the cars acc. to the Eco Test into following categories: small cars, small family cars and family cars powered by either petrol or diesel. The cars had to be new, model 2009-2010.

EcoTour timeline: September 2009

- Implementation of the decision
- Selection of organization (4 persons)
- Establishing a budget
- Establishing a communication and marketing plan
- Selection of target marketing
- AL partners and advertisers in Moottori -magazine

- Termination of the event timing, route length, direction
 - approx. 600 km, Helsinki, - Tampere - Helsinki, 7.-08.05.2010
 - departure Friday morning, finish line Saturday evening
 - night break at Tampere
 - Selecting a media partner (electronic communications)
 - Agreed upon goals:
 - Notify decision makers and the public of the responsible behaviour of carmakers in environmental issues
 - To show and tell car users and the general public in an entertaining way, how to drive ecologically
 - Agreed that EcoTour competition applies to EcoRun international rules. The main points are staying on schedule, staying on the route, following the traffic rules and to keep balance in refueling.

24 AVIS cars built the base of the vehicles involved in the event.

Teams consisted of a driver and a co-driver (co-drivers did not need a driving license / age of 15 yrs was sufficient)

- Participation fee / Terms of Participation
- Agreed upon the principle rules of the event

The plans were realized as follows:

September - December 2009

- Media sales was carried out with good results
- Local radio station - Radio Nova came along
- Route plan and schedule were set up
- Agreed upon location of rest places
- Reservation of Start and Finish lines
- The rules were published

January 2010

- Launch of the event - external appearance was made public
- Media sales at the "home stretch"
- Moottori –magazine reader teams were invited
- Presenting challenges to the organizations close to AL
- Main partners were published

February 2010

- Presentation of the partner teams
- Material orders
- Clothing, advertising material, incl. start / finish gate
- Agreement with people at rest places
- Specifying the final timetable

March 2010

- The event is fully booked – no more new participants allowed!
- Implementation of side events starts
- Reviewing route begins
- First passage through the road / Road book
- The acquisition of materials
- Backups of the Start and Finish areas
- Confirmation of the rest places;
- Required staff, catering
- Accommodation reservations / confirmations

April 2010

- The route moves to a Road book
- Two rounds of revision
- Employing staff, orientating staff
- Production of material needed at the race
 - Printing materials
 - Road book
 - Maps
 - Minutes
 - Guidelines and regulations
 - Guidance and instruction signs
- Decoration materials:
 - Bannerols
 - Tickets
 - Brochures / posters

- Check ups:
 - Cars
 - Maintenance vans, truck and minibus
 - Announcement devices
 - Electricity at rest places
 - Tents
 - Specific materials needed in the rest places
- Confirmation of the members of the teams
- List of participants announced

May 2010

- Last minute check ups:
 - Staff ok
 - Cars ok
 - Materials ok
 - Reservations ok / possible changes
 - Information ok

EcoTour 2010 event, according to an implementation plan

- Final work
 - Outcome information
 - Thanks
 - Staff
 - Partners
 - Competitors
 - Post-marketing
 - Assessment
 - Material returns
 - Invoices and payments

EcoTour					
		2010			
to-do list					
	task	Specifying	person in charge	ok	price
timing	Implementation of Decision				
9 months before event		<input checked="" type="checkbox"/> selected organization			
		budget			
		established communication and marketing plan			
		Participation fee is determined			
		deciding the objectives			
		decided time			
		deciding the route / destinations			
		selected output-target areas			
		identify rest places			
		requested media partnership			
		agreed on a preliminary event schedule			
		marketing of selected target groups			
		identify key partners			
		agreed upon rules and the method of			
9 to 5 months before event	Sales and Marketing				
		Agreements			
		- key partners			
		-media partners			
5 to 3 months before event	Launch event				
		selected external appearance			
		Publication of the partners			
		sales spurt			
		states the extent of the event			
		Presentation of the Partnership teams			
		contacts with competitors			
		enthusiasm for maintenance			
	Material Orders				

	Reservation of Square Place and other places				
	Route to graduation				
	Reservations of resting places				
	Accommodation reservations				
	Contact the decision makers				
3 to 1 month before event	Confirmation of the organization				
	Selected a variety of destinations in charge				
		-Starting, pausing, paint			
		- Refueling			
		- Competition in specific tasks			
		- Logistics			
		- Square events			
		- Material liabilities			
	Partners 'maintenance'				
	Competitors 'maintenance'				
	General information on starting				
1 month before event	Final preparations and amendments				
		- Delivery schedule			
		- The performance of staff recruitment			
		- Orientation			
		- Amendments			
		- Result of the calculation to ensure			
	Event Information				
zero hour	all ok				
		Organization operates			
		Good life			
		- All potential problems are resolved so that the participants do not notice them			

EcoTour 2010

"This is how we did it"

The event began on Thursday evening 05.06.2010. The info ceremony at 18:30 was directed to the participants. On this occasion the participants signed an obligation where they pledged to obey the rules and to take part in EcoTour 2010 event at own risk. The participants were given competition material (Road book, calendar, map, etc).

Autoliitto's president welcomed all the participants at the info and the whole event.

Race Leader went through all the details of the competition and gave instructions to the participants. Furthermore, the EcoTour 2010 rules were graphically presented. The participants were given advice, how to read the road book. The competition material, such as time cards, route monitoring and special missions were introduced. The meeting ended at 20:30.

A good time for the competitors to get to know each other

- evening snack was served
- Info presentations were made easy to understand
- The info took place next to the car storage site and the hotel

Thursday afternoon and early evening the racing cars were handed over to the organizer. The cars were refuelled (tank filled up) and the cars were set ready to race. Cars were "stored" in a garage, which was located in an immediate vicinity of the origin. In the parking hall the racing cars got racing numbers.

- It is recommended to plan carefully and make a schedule (Friday morning)

Friday 7.5. at 7:30 we started the preparations at the start. Check out the gate, the layout banners, loudspeakers, etc. Transfer of the cars, arranged by AL, started at the same time. The biggest racing number was set next to the port of departure and the smallest furthest. Before the first car took off at 9:02 the entire collection of cars was seen at the Square Place in Helsinki downtown where people going to work could admire them. Since the cars were sent to the journey in two-minute intervals in a numerical order, the departure gate was never empty. The first transitional stage, 25 km from the downtown Square, did not count and it did not affect the final results.

- It is recommended to plan the opening ceremonies carefully and make an exact schedule.
- It has to be clear who is in charge of what

Friday 7.5. refueling.

As the cars were handed over to the organizer Thursday evening tanks full, start refueling was only about 3 to 5 liters per car. This refueling and its success had an important role in the outcome of the competition. Competitors carried out the refueling themselves under the control of a supervisor. During refueling the back wheel of the car on the fuel tank side was raised 10 cm high. Maximum time allowed for refueling was 10 minutes (nobody exceeded this time). After refueling the filler cap was sealed. The organizer had four (4) pumps in use. Fuel price was included in the competition fee, so competitors did not have to go to the cash desk. This speeded up the activity. In connection with refueling a car "survey" was carried out. Tire pressure was checked, as well as the spare tire or a patch of substance involvement, warning triangle.

- Accurate schedule / worth testing
- Good supervisors

Now the race was ready to begin. On Friday the competition was divided into four parts, each lasting 70-80 minutes. For each part there was a predetermined route, driving time and a required average speed. Each episode ended at a time inspection station. A competitor may enter the time inspection station ahead of schedule, but was punished if he exceeded the allowed time. Delay was punished by calculating additional fuel consumption, error rate (1 minute late = 2% more fuel). Competition day included two 30-minute and one 60-minute breaks and two special tasks. During the breaks food, coffee etc. were included in the participation fee. Specific tasks were supposed to "entertain" contestants - not solve the competition.

Friday program ended with a dinner. Accommodation and dinner took place at a hotel. Accommodation and dinner were included in the participation fee.

- A good opportunity for competitors to recall the day's events and exchange ideas with each other
- Important to keep up the high spirits

Saturday morning the competitors were sent on their way at 9:02 in numerical order every two minutes. Saturday's program included four episodes, three breaks and a special task. Competition ended up in a two-phase end-fueling. First, the tank was filled up by competitors themselves and a supervisor controlled the job. The cap was closed and competitors drove a predetermined 7-km-long fueling loop. When all the cars were fueled once, refueling could start. Now, again the back wheel of the car on the fuel tank side was raised 10 cm for the time of refueling. Fuel tank capacity was 1 to 4 liters. The quantity of fuel used in the competition was calculated from the total amount of fuel used at final fuelings. The final refueling was included in the participation fee.

From the final fueling the competitors moved to the "Finish", City Center Square and the distribution of prizes could begin. The time difference between the start of the final fueling (No. 1) and the start of the podium ceremony could easily be 3 to 4 hours.

- Schedule
- Waiting time to be arranged as pleasant as possible

Competition is over, thank you -speeches, hopefully everybody is pleased with the race. Final work can start.

Attachments:

Map; Road book cover + two pages; competitor No. 1 schedule; route card