

LeTROT PRESENTS « PRIX D'AMÉRIQUE RACES ZEturf »



To optimise the racing product, LeTROT innovates and deploys a new marketing strategy offer. The excellence of the French trot harnessed racing is from now on regrouped under the banner **PRIX D'AMÉRIQUE RACES ZEturf**.

LEGEND RACE, SPEED RACE & MARATHON RACE, the three most beautiful races to conquer the Grail : THE ULTIMATE PRIX D'AMÉRIQUE RACES ZEturf

Between November 22, 2020 and February 28, 2021, the most beautiful harness races will now be grouped under the name of **PRIX D'AMÉRIQUE RACES ZEturf**.

Discover below the **calendar** for the 120 days of the competition :

- 1. Qualif #1 – Sunday 22 November « Tout est possible » - "Anything is possible"**
- 2. Qualif #2 – Sunday 13 December : « Les Champions veulent leur place » - "The Champions want their place "**
- 3. Qualif #3 and #4 – Sunday 27 December : « La jeunesse à l'assaut du Graal » - "Youth conquering the Grail"**
- 4. Qualif #5 – Sunday 3 January : « Le rendez-vous des Favoris » - "The reunion of the Favourites"**
- 5. Qualif #6 – Sunday 17 January : « Dernières places en jeu ! » - "Last available places!"**
- 6. Legend Race – Sunday 31 January : « Qui entrera dans l'histoire ? » - "Who will make History?"**
- 7. Speed Race – Sunday 14 February : « La revanche au sprint » - "Sprint revenge"**
- 8. Marathon Race – Sunday 28 February « L'ultime combat » - "The ultimate fight"**

Race after race, Prix d'Amérique Races ZEturf will unfold like a suspense series. Each episode will offer breathless battle among the best competitors for qualification in the top three races. The "Legend Race", the "Speed Race" and the "Marathon Race" will thus constitute the

outcome of an intense breathtaking dramaturgy. A great pleasure for racefans to appreciate and support exceptionally talented combative protagonists. « Qualif #1, #2, #5 and #6 » offer automatic qualification to the first three horses at the finish. In « Qualif #3 and #4 » the most desired qualification will be for the winner only. An ideal scenario for any surprise !

As of its second year, the competition will be enriched with the "**Youth Division**" that will provide a shining opportunity for 2-years', 3-years' and 4-years' old trotters.

The ambition of PRIX D'AMERIQUE RACES ZEturf is to highlight the inescapable character of the Trot racing season and to develop its international renown. Thus, an international single brand name sheds a stronger light on to the world's greatest harness race.

Around values of conquest and excellence, PRIX D'AMERIQUE RACES ZEturf are naturally becoming the ultimate goal for all to share.

*« Through this new offer, our objective is to nourish our two basic pillars, i.e. punters and all racing actors, to help them win. For the punter, the forecaster, the betting operator, this will mean more gains in the end. For the owner, the breeder, the trainer, the driver, this will mean winning most prestigious races, add victories to the list of their results, enter the legend. In the end, our mission will be fulfilled if, at their own level, all of them feels that they have conquered their Grail through PRIX D'AMERIQUE RACES ZEturf. You will be the winners, so it's up to you now !" **Jean-Pierre Barjon** concludes.*

The logo was designed with a view to paying tribute to this competition of excellence, while at the same time providing it with a higher profile, recognition and prestige. The symbols of the star and the trotter which are part of the logotype of the Prix d'Amérique, have been kept. The dark grey colour of the background is a direct reminder of the mythical cinder track of Vincennes, while the red colour means energy, speed and passion for the sport.

An iconic silver trophy will be offered to the winners of **one** of the 3 great races whereas a golden one will be awarded to the Champion of the Ultimate episode , i.e. **the three** main races!

EXCLUSIVE CONTENT

Varied and immersive contents to celebrate the actors of PRIX D'AMERIQUE RACES ZEturf will be proposed during the whole championship so as to offer ever more contents to each kind of public.

Podcasts, insides, info, briefs, debriefs, forecasts, debates will be on the program to enrich all fans' experience.

Particular attention will be given to digital contents through which a specific offer will be developed during the whole competition.

As of today, a twitter account dedicated to PRIX D'AMERIQUE RACES ZEturf has been opened @PDARacesZEturf, it will gather all that must be known while a new website dedicated to that whole racing competition will be available as of November 12 www.prixdameriqueraces.com.

All news will be on Instragram as well : [prixdameriqueraceszeturf](https://www.instagram.com/prixdameriqueraceszeturf).

Hashtag to share is #PDAR #ZEturf.

MEANINGFUL PARTNERSHIPS

To accompany this change, LeTROT has wished to develop meaningful partnerships in line with its global strategy.

Thus, **ZEturf** is now a partner whose name appears in the very title of the new brand which has become **PRIX D'AMERIQUE RACES ZEturf**.

For the 3 years to come, the on-line horse-betting operator is joining the new competition that will be the arena highlighting the performances of the best trotters in the world.

ZEturf, authorised in France since 2010 is a major actor as an on-line race and sports betting operator in Europe. It represents more than 22% market share on on-line race betting in France. ZEturf is also expanding in Belgium, Spain and also the Netherlands.

Thanks to its great versatility and innovative spirit, ZEturf offers a wide range of horse racing bets, designed to respond to the expectations of today's and tomorrow's punters. This offer is completed by specific contents signed by experts in horse racing as well as by a dedicated data base, that provides a rich gaming experience with unique special traits.

In addition to associating its own brand name to the new racing competition for three years, ZEturf has the advantage of possessing 360° exclusive ° rights over the 120 days of the competition : marketing rights for brand use, digital visibility in the media and on Paris Vincennes racecourse, rights to activate partnership actions with its fans, hospitality and ticketing on all races included in Prix d'Amérique Races ZEturf.

Jean-Pierre Barjon, President of the SECF, declared : *« It is a tremendous opportunity for us to have ZEturf accompanying us in this new racing competition. This on-line betting operator plays an actual role in the gaming pillar of our activity which is an essential element in the development strategy of Trot racing. In addition, the current situation has proven, more than ever, that on-line betting is strategic for our industry. We are looking forward to building a beautiful page of our history together ! »*

Emmanuel de Rohan Chabot, CEO and founder of ZEturf added: *« ZEturf is above all, a history of racing fans, this is the reason why we are proud to support this new competition and write a new chapter in Zeturf adventure. This is in line with what we have been doing since the beginning. We intend to offer richer experience to punters and racing fans. We also want French racing to shine among the best. It is with this approach that we have already started to work on developing new products in our offer »*

LeTROT is equally happy to welcome **Reverdy** as **performance partner** of the competition. The nutrition specialist is fully investing in the universe of racing, through notably research on performance and the well-being of animals.

Reverdy is the only French PME who conceives, produces, and distributes, with total autonomy, a range of products, 100% dedicated to horses.

The company policy is since always oriented around the conception of food quality using French noble raw materials without under-products, neither molasses, nor GMO.

Reverdy proves each day that performance and growth can rhyme with animal health and well-being !

“Reverdy Nutrition Equine exists thanks to the confidence that numerous trotter trainers have granted us, certain of them since 15/20 years. It would seem normal for us to thank these professionals. Associating with “Prix d’Amerique Races ZEturf” signals this gratitude. We are proud to see our brand, Reverdy, partner of the biggest and most prestigious trot race in the world. We stand side by side the breeders and trainers in the conquest for their Grail”, added **Eric Lecler**, Manager of Reverdy.

«Our ambition to accompany the creation of this new brand is to give rise to strong partnerships . Our wish is to live the adventure with our partners in a long-lasting partnership while working with them in building this new competition. Such meaningful partnerships , directly linked with our core jobs, add value to the two major pillars of the racing industry, gaming on the one hand and racing professionals on the other ” added Jean-Pierre Barjon, President of LeTROT.



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