

VNR TOTAL DURATION: 15'00"

BAUME & MERCIER SHELBY COBRA AT LE CASTELLET

NEWS EDIT

DURATION: 2'14"

HEADLINE: Priceless Shelby Cobra sports cars brought together in southern France

STORY: Tens of millions of dollars worth of Shelby Cobras have taken to the track at the Paul Ricard circuit in southern France in a historic first for the classic sports car.

SHOTLIST:

SHOWS:

CIRCUIT PAUL RICARD, LE CASTELLET, FRANCE (26 APRIL, 2016) (ACTUA PR - ACCESS ALL)

- 1) DRIVERS RUN ACROSS TRACK TO CARS FOR 'LE MANS' STYLE START
- 2) ONBOARD SHOT OF DRIVER RUNNING TO SHELBY COBRA CARS AND DRIVING OFF
- 3) CARS RACING DOWN PIT STRAIGHT AT CIRCUIT PAUL RICARD
- 4) SOUNDBITE: ALLEN GRANT, LEGENDARY SHELBY COBRA RACING DRIVER, SAYING (ENGLISH):
"\$50 million worth of cars that people can sit in and drive at this iconic race track, it's just amazing."
- 5) ON TRACK SHOT OF SHELBY COBRA CARS DRIVING ON TRACK
- 6) RARE SHELBY COBRA NUMBER 98 TAKES CORNER
- 7) SOUNDBITE: LUDOVIC CARON, FRENCH SHELBY COBRA DRIVER, SAYING (ENGLISH):
"Spirit of competition is all about car racing. You have to get this spirit in your soul if you want to beat all the other cars."
- 8) SOUNDBITE: EUGENE LE BLANC, SCHAAP & CITROEN, SAYING (ENGLISH):
"It's fantastic, absolutely fantastic. It's real driving. Like the old times."
- 9) DRIVER OF RARE SHELBY COBRA NUMBER 15 WALKS AROUND CAR
- 10) CLOSE UP OF V8 ENGINE TRUMPETS AS ENGINE RUNS
- 11) BAUME & MERCIER CEO ALAIN ZIMMERMAN IN CONVERSATION WITH DRIVER
- 12) CLOSE UP OF BAUME & MERCIER WATCH BEING USED TO TIME PIT STOP
- 13) VARIOUS OF GROUP PARTICIPATING IN WORKSHOP TO CHANGE WHEELS OF SHELBY COBRA
- 14) GROUP WHO PARTICIPATED IN WORKSHOP RECEIVING WINNERS' TROPHY
- 15) SOUNDBITE: ALAIN ZIMMERMANN, BAUME & MERCIER CEO, SAYING (ENGLISH):
"The philosophy is to do something which has never been done in Europe before. It's Shelby-only, the greatest meet of 29 Cobras, 427, GT40, GT350, it's an amazing event."
- 16) FORD GT40 CARS IN PIT GARAGE

17) SOUNDBITE: ALLEN GRANT, LEGENDARY SHELBY COBRA RACING DRIVER, SAYING (ENGLISH):

“My heart just almost skips a beat because it brings back these floods of memories of working on the cars and driving them and winning and taking the chequered flag and it’s just amazing.”

18) VARIOUS OF SHELLY COBRA CARS ON TRACK

STORY:

The Paul Ricard Circuit in southern France has been shaken by the thunder of dozens of classic Shelby Cobra sports cars, which have been brought together for the first event of its kind in Europe.

Legendary Shelby Cobra driver Allen Grant, who won numerous races in the 1960s and ‘70s, was at the circuit and said he was thrilled by what he saw.

“\$50 million worth of cars that people can sit in and drive at this iconic race track, it’s just amazing,” he said.

Mr Grant worked for Shelby Cobra founder Carroll Shelby as a mechanic before becoming a racing driver.

He said the collection of cars on display stirred his emotions.

“My heart just almost skips a beat because it brings back these floods of memories of working on the cars and driving them and winning and taking the chequered flag and it’s just amazing.”

The event was organised by Swiss watchmaker Baume & Mercier and called ‘Shelby Only’, in partnership with Carroll Shelby International Inc.

Baume & Mercier wanted to bring Cobra collectors and guests together for a day of racing and activities, to relive they heyday of motorsport.

This goal was clearly achieved, with guests smiling widely after being taken for high-speed laps of the classic French circuit.

“The philosophy is to do something which has never been done in Europe before,” said Baume & Mercier CEO Alain Zimmerman.

He added: “It’s Shelby-only, the greatest meet of 29 Cobras, 427, GT40, GT350, it’s an amazing event.”

Mr Zimmerman said the event was designed to arouse the ‘spirit of competition’ central to his company’s approach to watchmaking.

One feature of the day was a ‘Le Mans start’, where drivers ran from the opposite side of the track to their cars before trying to race away as quickly as possible.

“Spirit of competition is all about car racing,” said French racing driver Ludovic Caron. “You have to get this spirit in your soul if you want to beat all the other cars.”

Baume & Mercier used the event to launch four new Capeland Shelby Cobra 1963 chronographs.

Each featured the name and racing numbers of legendary Shelby Cobra drivers: Dan Gurney, Ken Miles, Dave MacDonald and Allen Grant.

The Shelby Cobra is a timeless sports car first produced in 1962.

Originally featuring two doors and a roaring Ford V8 engine, the Cobra has been constructed in the United Kingdom and the United States.

The car was born when U.S. automotive designer Shelby asked British manufacturer AC Cars if they would build him a car to take a small-block V8 tuned for high performance.

Numerous variations followed, some featuring an increase in engine capacity.
Today Shelby Cobras are sought after by car enthusiasts, with many prepared to pay millions to obtain the object of their desire.

Carroll Shelby's favourite race number was 98, and fittingly a striking blue Cobra displayed this number as it turned laps around Circuit Paul Ricard.

BAUME & MERCIER SHELBY COBRA AT LE CASTELLET

B-ROLL EDIT

DURATION: 12'38"

HEADLINE: Baume & Mercier brings dozens of priceless Shelby Cobra sports cars together in southern France

SHOTLIST:

SHOWS:

CIRCUIT PAUL RICARD, LE CASTELLET, FRANCE (26 APRIL, 2016) (ACTUA PR - ACCESS ALL)

PITLANE PREPARATIONS

1) VARIOUS GVS OF SHELBY COBRA CARS, DRIVERS AND PASSENGERS AROUND PITLANE GARAGES AT CIRCUIT PAUL RICARD

GUEST ARRIVALS

2) BAUME & MERCIER GUESTS ARRIVING FOR 'SHELBY ONLY' DAY AT CIRCUIT PAUL RICARD

RACING DEPARTURE

3) DRIVERS RUNNING TO CARS IN LE MANS-STYLE START AND DRIVING AWAY

ONBOARD ACTION

4) VARIOUS ONBOARD AND TRACKING SHOTS OF SHELBY COBRA CARS DRIVING ON CIRCUIT PAUL RICARD

ON-CIRCUIT ACTION

5) VARIOUS SHOTS OF SHELBY COBRA, FORD MUSTANG AND FORD GT40 CARS DRIVING AROUND CIRCUIT

DRONE GVS

6) AERIAL SHOTS OF SHELBY COBRAS DRIVING ON CIRCUIT

PRESENTATION OF NEW WATCHES

7) GVS OF BAUME & MERCIER CEO ALAIN ZIMMERMANN UNVEILING NEW BAUME & MERCIER WATCHES AND PRESENTING WATCH TO FORMER SHELBY COBRA RACING DRIVER ALLEN GRANT

8) VARIOUS CLOSE UP SHOTS OF NEW BAUME & MERCIER WATCHES

DESIGN WORKSHOP GVS

9) GVS OF BAUME & MERCIER DESIGN DIRECTOR ALEXANDRE PERALDI IN DISCUSSION WITH GUESTS IN WORKSHOP SESSION

WATCH ASSEMBLY WORKSHOP GVS

10) GVS OF GUESTS PARTICIPATING IN WORKSHOP SESSION TO ASSEMBLE WATCH STRAP

PITSTOP CHALLENGE WORKSHOP GVS

11) GVS OF GUESTS PARTICIPATING IN WORKSHOP COMPETITION TO CHANGE THE WHEEL AND TYRE OF A SHELBY COBRA

12) TEAM PRESENTED WITH TROPHY FOR WINNING WORKSHOP CHALLENGE

BAUME & MERCIER CEO ALAIN ZIMMERMANN INTERVIEW

13) SOUNDBITE: ALAIN ZIMMERMANN, BAUME & MERCIER CEO, SAYING (ENGLISH):

“The philosophy is to do something which has never been done in Europe before. It’s Shelby-only, the greatest meet of 29 Cobras, 427, GT40, GT350, it’s an amazing event.”

14) SOUNDBITE: ALAIN ZIMMERMANN, BAUME & MERCIER CEO, SAYING (ENGLISH):

“When I looked at Shelby and the history of Shelby, the first thing I understood was that there was a man behind the story, that’s Carroll Shelby. He’s a visionary. He was a very demanding man. Very innovative. All kind of values the he shares with Baume and Mercier. If you look back at our founder that’s exactly the same. So the fit was crucial to say let’s do great things together.”

INTERVIEW: ALLEN GRANT, LEGENDARY SHELBY COBRA DRIVER

16) SOUNDBITE: ALLEN GRANT, LEGENDARY SHELBY COBRA RACING DRIVER, SAYING (ENGLISH):

“\$50 million worth of cars that people can sit in and drive at this iconic race track, it’s just amazing.”

17) SOUNDBITE: ALLEN GRANT, LEGENDARY SHELBY COBRA RACING DRIVER, SAYING (ENGLISH):

“Oh, my goodness sakes, my heart just almost skips a beat because it brings back these floods of memories of working on the cars and driving them and winning and taking the chequered flag and it’s just amazing.”

18) SOUNDBITE: ALLEN GRANT, LEGENDARY SHELBY COBRA RACING DRIVER, SAYING (ENGLISH):

“The phrase ‘spirit of competition’ I can relate to because I am so competitive that I have a saying that second place is first loser. And until I’m in the lead look out because I’m going to be on your tail and I’m going to do everything to get past you.”

INTERVIEW: LUDOVIC CARON, FRENCH SHELBY COBRA DRIVER

19) SOUNDBITE: LUDOVIC CARON, FRENCH SHELBY COBRA DRIVER, SAYING (ENGLISH):

“Watch makers, they are running after time. That’s what we do in racing, we run after the time, so it’s a good combination.”

INTERVIEW: ALEXANDRE PERALDI, BAUME & MERCIER DESIGN DIRECTOR

20) SOUNDBITE: ALEXANDRE PERALDI, BAUME & MERCIER DESIGN DIRECTOR, SAYING (ENGLISH):

“We tried to do something just in between, between Cobra and Baume. Recognisable as a Baume & Mercier watch but a tribute to Cobra. For example when we had these two horizontal stripes, in the beginning we thought to do it yellow but at the end it was too much so we came back to something more discrete, the two black stripes, but with all the aero touch on the dial to keep this small difference.”

INTERVIEW: VOX POPS WITH BAUME & MERCIER GUESTS

21) SOUNDBITE: EUGENE LE BLANC, SCHAAP & CITROEN, SAYING (ENGLISH):

“It’s fantastic, absolutely fantastic. It’s real driving. Like the old times.”

22) SOUNDBITE: GUEST VOX POP (ENGLISH):

“It’s a fantastic day for me because I’m really crazy about automotive history and that’s a big part of automotive history.”

23) SOUNDBITE: BERNHARD STOLL, WEMPE GERMANY, SAYING (ENGLISH):

“I think it’s all to do with mechanics. Everything we do in watchmaking and the watchmaking industry is all about how everything works, how it fits together, how it works together.”

24) SOUNDBITE: KEITH LAW, BAUME & MERCIER HONG KONG, SAYING (ENGLISH):

“The spirit of competition is really: we work together and then we have the same direction, the vision to win together.”

25) SOUNDBITE: DR BRUCE LEE, REVOLUTION PRESS, SAYING (ENGLISH):

“Spirit of competition I think, well if you’re talking about racing everybody wants to win, but it’s also about the camaraderie, the friendships that you build.”

STORY:

A remarkable collection of classic Shelby Cobra sports cars has been brought together in southern France.

The event was organised by Swiss watchmaker Baume & Mercier and called ‘Shelby Only’, in partnership with Carroll Shelby International Inc.

Baume & Mercier wanted to unite Cobra collectors and guests for a day of racing and activities, to relive their heyday of motorsport.

This goal was clearly achieved, with guests smiling widely after being taken for high-speed laps of the classic French circuit.

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