



50 PEOPLE, 30 JEEPS, 6 DAYS, 1 CHALLENGE: TO REACH THE FINAL DESTINATION



The **Ceres Grand Prix** is a journey through challenging and undiscovered places. Its contestants hail from all corners of Italy, not expert drivers but normal people with a **great passion for adventure**. Their objective is to bring 30 jeeps to the final destination: Rajasthan, India, a region of deep cultural tradition and great natural beauty, the land of the maharajas, of rugged deserts and outposts of ancient civilization, of Marwar and Jodhpur, the famous "Blue City".

CLIENT: Ceres

GENRE: docureality

ON AIR: Nat Geo Adventure - 2007

PLATFORM:

Tv Show & Social Media Contest



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THE CHALLENGE

After establishing the teams the contenders will face a grueling 6-day itinerary. At each stage the caravan of 30 jeeps will be forced to contend with the difficulties of the desert, encounter the unexpected in rural villages and be thrust into the inextricable chaos of the city of Bikaner. Through hasty stops, sleeping rough and negotiating the most difficult driving terrain and obstacles, the comforts of the western world will soon seem a distant memory.

But the contenders are not alone: alongside them are expedition leaders who plan the itinerary, resolve the practical problems and above all diffuse the tension at critical moments. The journey puts everyone's mettle to the test, and to reach the destination everyone must struggle to steel their nerves and put aside their egotism. The driving instructors are fundamental in supporting the participants, teaching them to command their vehicles on the roughest terrain and along every type of route.



THE JOURNEY

The Ceres Grand Prix is not just a race, but a journey and a travel adventure. Following the long caravan of participants we discover the stunning beauty of Jodhpur, Gajner, the majestic hunting resort of the maharajas, the bustling center of Bikaner and also Khimsar, a city of mud houses. In short, we uncover the real India, the most fascinating and interesting side to discover.



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