



Morez (Jura Mountains), December 2nd, 2016

A new identity for new challenges!

It was yesterday night at the Concession BMW Patrick Metz in Lons-le-saunier, official partner for several years, that Pierre-Albert Vandel, the Trans'Organisation President, presented the new global brand identity <<La Transju' / Ski & Trail Passion>>.

A first step toward new projects developed by Trans'Organisation to face the new challenges set for the next years to come...

« Who says new brand, of course says new strategy on the horizon 2022, specifies right away **Pierre-Albert Vandel**. And this strategy will articulate around 2 objectives:

- **Upgrade and significant rise of the participants for the 3 events.**
- **Important notoriety gain for the brand la Transju' and its events.**

And to meet the objectives, we have identified 3 priorities to handle in order to ensure our development."

• 1st priority: Welcoming the participants.

« We absolutely need to maintain what makes the reputation of all the <<Transju">>: the management of all skiers and trail runners in optimal conditions. For this, the assurance of sustainability of our trails is essential, especially the famous fallback route n4 in le Massacre.

We must also strengthen our regular actions towards the sites managers who look after our trails, even out of season. New holiday packages have also been conceived especially for foreign skiers with the Jurassienne agency ONTOURS. One particular point is actually affecting me: we were expecting a significant drop in registrations like all editions following a cancellation, although it seems like the racers are still eager to participate in La Transju' this year, and I am extremely pleased with that"

• 2nd priority: our volunteers.

« our other priority will be our volunteers. They are more than 1000 to give a hand each year, this is substantial. We should then provide them with gratitude so they feel they are an integral part of the big "Trans'Organisation" family and are part of the foundations of our events.

After the 2017 edition, a series of actions will be applied, with in first place the endowment of jackets and hats especially created for them and financed by our efficient patron's association, Trans'promo, presided by Daniel Arnaud."



• 3rd priority: our partners.

« The 3rd priority is not the 3rd one in hierarchical order, but because it is necessary to put numbers... it is no less important or less vital for us, it is our partners. We have had the great pleasure to not lose any of them following the cancellation, but we actually had the great satisfaction to welcome more such as Optic 2000, le Comte and the U Stores.

Our partners will now be integrated in all our considerations about la Transju's future events.

The attention they set for us and the real

determination they show investing time alongside shows that we are on the right path. We will see moreover the results of this new direction in La Transju' 2017 edition, with a program of animations slightly more dense and very diversified..."



• In a nutshell, La Transju', it is:

• 3 main events :

- La Transjurassienne
- La Transjeune
- La Transju'trail

• A show-room for the Doubs, Jura and from the Bourgogne-Franche-Comté regions

• An authentic heritage of the Jura mountains

• A wonderful human adventure for 40 years

• And now, make room for happiness!

• Discover here The trailer of La Transju 2017 :

→ www.youtube.com/watch?v=G5IWUA0Hc1Y

• Values of solidarity, sharing and excelling oneself

10 000 competitors each year

150 000 since 1980

9 ski-clubs associates / 10 villages crossed

More than 1000 involved volunteers

25 nations represented

And a growing faithful community...

