
ARQANA ANNOUNCES THE LAUNCH OF ARQANA TROT

Nearly six years after its own creation, ARQANA announces the launch of ARQANA Trot, a new sales agency resulting from the increasingly close cooperation between its two subsidiaries Trotting Promotion and Agence Française du Trot and unveils its visual identity at the same time. The integration of the two separate entities will take place on 1st April this year and its inaugural session will take place on 24th April, consisting of a mixed sale which will take place at Cabourg.

This new agency will be run by a board made up of Eric Hoyeau, Olivier Delloye and Hugues Rousseau. The latter, until now Commercial Director for Trotting Promotion, will manage operations at the heart of the new organisation.

Commenting on the creation of ARQANA Trot, Eric Hoyeau, its president, declared:

“After several years during which we let Trotting Promotion and l’Agence Française du Trot operate independently as they did whilst they were owned by separate shareholders, now seemed the right time to develop our organisations in order to better follow the market trend for trotting horse sales in France. Firstly, with the increase in race meetings leading to less availability for industry professionals, it has become necessary to reduce our sales calendar: we will offer significantly less sales, which will allow each sale to create more of a splash and have a stronger identity. Also, it has become apparent that the sales venues which we have been using have not always been perfectly tailored to the profile of horse selling. Joining the two agencies will allow us to take better advantage of each of our three sales sites (Deauville, Cabourg and Paris-Vincennes) depending on the type of horse we are selling and on the seasonal influence on the market. The Deauville sales complex, which has been the object of significant investment in the last two years and which now boasts one of the best sales rings in the world, will now be the sole venue for yearling sales and the reference point for breeding stock sales. The third factor behind the creation of ARQANA Trot is our ambition to give a new lease of life to yearling sales and allow them to reach another threshold. Our analysis of the market has led us to the conclusion that combining the two sales entities will enable us to offer a brand new format with the creation of a unique new sale over three days at Deauville. The select yearling sales will therefore no longer be diluted into two sales which succeeded each other by just a few days. They will now be brought together under one roof, during the same week. This will create a new dynamic which will be beneficial to both breeders and vendors. Finally, similarly to what we did on the flat and over jumps when merging the Agence Française and Goffs France into one organisation, a merger between Trotting Promotion and AFT will allow us to streamline our commercial strength. Rather than doubling their work by visiting the same studs to see the same horses, our teams will offer the same quality of service to consignors and will have more time to source new buyers, both in France and internationally. I am personally convinced that this formula which worked on the flat and jumps will have the same impact on trotting racing: more means for more innovation, a better service and ultimately a better performance.”

Changes to the sales calendar

The calendar offered by ARQANA Trot will consist of eight sales per year, between January and its traditional Prix d'Amérique Sale at Vincennes, and the end of November, during which time a breeding stock sale will be held at Deauville.

This is one of the innovations of the new sales programme, as this sale intends to specialise in fillies coming out of training and young or proven mares. As a result, it will sell mares which have traditionally been sold at Vincennes during the Prix d'Amérique Sale.

This popular sale, organised around the Prix d'Amérique, will also have an important innovation in the form of a session specifically dedicated to the sale of stallion shares on the eve of 'Expo Etalons'. The aim is to create a real market, at a strategic time and place, taking advantage of the presence of all trotting breeders in France.

The third new development concerns the yearling market: ARQANA Trot will offer a three day sale at Deauville in the first week of September, with an early evening session on the first day which will offer select yearlings by proven stallions. Off the back of Trotting Promotion's repeated success with its sale dedicated to young stallions, ARQANA Trot will stick to the formula and will offer on the third day a selection of yearlings by young stallions. The whole catalogue will total approximately 500 horses.

Finally, ARQANA Trot aims to relaunch the concept of a 'Sale of qualified two year olds' presented on the track, at Cabourg, but this time in October, a date deemed better suited to assembling a quality draft.

More than just a sales agency, a promotional tool for French trotting

In conjunction with the sales, the other activities created and managed by Trotting Promotion will be not only maintained but developed further. Expo Etalons, first and foremost, an exhibition organised in the main hall of Paris-Vincennes and featuring nearly 150 exhibitors including the main studs highlighting the excellence of the French stallion pool and a very wide professional audience as well as those passionate about the sport seeking information or advice on all the new developments in areas ranging from equipment, to feed or insurance. ARQANA Trot will also take over the publication of the Annuaire des Etalons-Trotting Promotion, the reference guide for breeders of Trotters in France.

Trotting horse sales numbers: in 2011, the Agence Francaise du Trot and Trotting Promotion, both subsidiaries of ARQANA, reached a sales turnover of €18.4 million over 11 different sales held at their Deauville, Paris-Vincennes and Cabourg sales complexes. The yearling sales alone represented a €7.3 million turnover for 347 horses sold, achieving a median price of €20,900. The second highest figures produced by a single sale were that of the Prix d'Amérique sale which reached a turnover of over €4 million in 2011 and is the second most significant sale offered by the ARQANA group on the trotting market. This group reached a total sales turnover of €106 million through its equine activities (both thoroughbred and trotting).