



# PRESS FILE



**musée espace automobiles**  
**matra**



ROMORANTIN  
LANTHENAY



[www.museematra.com](http://www.museematra.com)

Musée Matra officiel



*The Matra Museum, a mythical collection  
in a prestigious location*

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## A MUSEUM OF INTERNATIONAL SCOPE...

Certain headlines of specialised press articles have classed “L’Espace Automobiles Matra” **in the top three of the best museums in France**. A rich reward for a site which proves to have an ever increasing number of visitors.

Modern, luminous and inviting, **it is the only museum dedicated to the glory of Matra**. Opened in the year 2000 on a site which was previously a workshop for the production of the Beaulieu cameras, it boasts seventy cars separated into three distinct categories.

Original in its conception museographic with video supports, models, photos, posters, explanatory sheets full of anecdotes, this must-see site hosts every year from April to November, a themed exposition of high quality in a dedicated decor to the topic.

Formula 1, Citroën, Alpine, Panhard, Simca, Ferrari..... **Every year, twenty or so different cars enter into the heart of the Matra collection.**

This dynamism displayed by a site constantly in motion is the key to its success. Visitors, along with the lenders solicited for these temporary expositions are never disappointed and are left captivated each year.

The didactic visit to the **majestic sound of the V12**, throughout the **3 000 m<sup>2</sup>** of the exposition, transports both the discerning amateur and the specialist on a voyage where racing cars, production models and surprising prototypes are on display.

Our visitors unfailingly remark that there is no doubt that this magical place deserves to be well recognised. Of course, it goes without saying that our aim is to continue to spread the word about the “L’Espace Automobiles Matra” in Romorantin.

# THE MUSEUM IN BRIEF

Unique museum to the glory of Matra

2 floors

4 rooms, one of which is reserved for motors

Some 70 vehicles, including 8 single-seaters, 8 sport-prototypes,  
3 rally cars, 19 production cars and 26 prototypes

3000m<sup>2</sup> of exhibition space

Tripadvisor Excellence Award



## THE MATRA PRIZE LIST



1969 F1 World Constructors' Champion

1969 F1 World Drivers' Champion



Winner of the 1972, 1973 and 1974 Le Mans 24 Hours

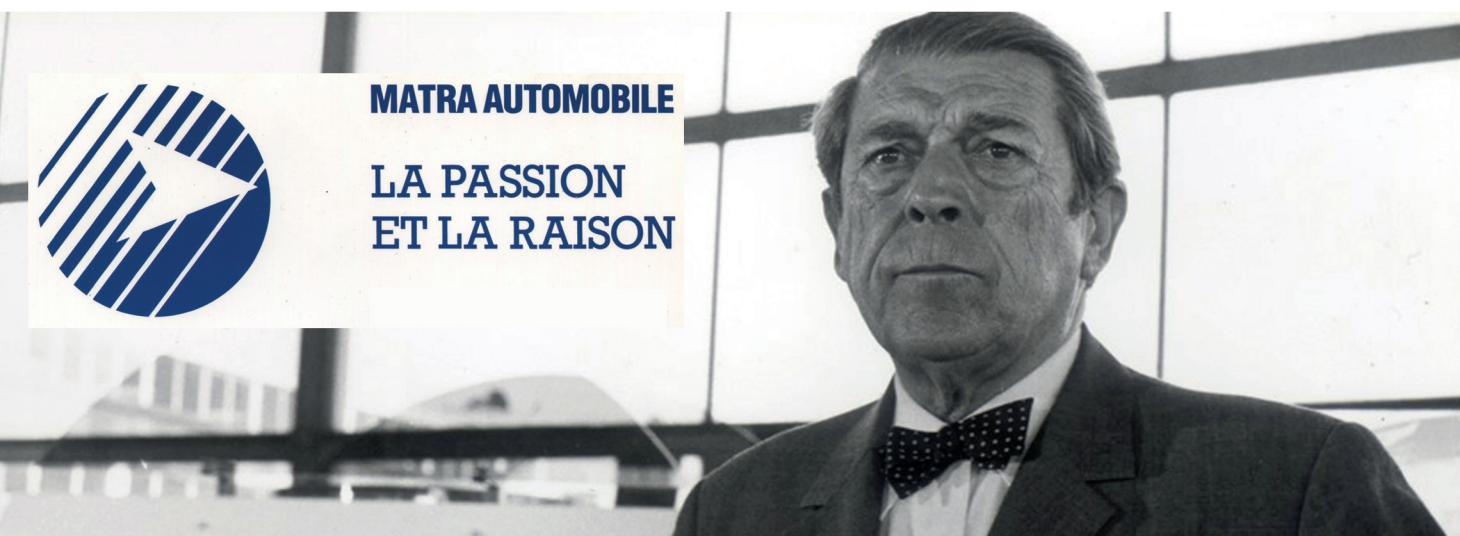




## MATRA : MECHANICS AVIATION TRACTION



# « A SENSE OF INNOVATION, RISK, CHALLENGE AND IMAGINATION »



Matra was founded in 1945 by Marcel Chassagny, who first shone in the armament sector. It was in the early 60's that Matra took an interest in the car world and associated with the small manufacturer René Bonnet.

In 1962, Bonnet and Matra set up in Romorantin and produced the model Djet, the world's first production model, equipped with 4disc brakes, a core engine at the back and a polyester bodywork. Two years later, the Bonnet company was bought by Matra, who already possessed the Générale d'Application Plastique (GAP) in the Sologne capital.

The great adventure starts with a defector from Dassault, Jean-Luc Lagardère.

In the buildings that housed the Normant factory were alternately assembled the Djet, the M 530, the Bagheera, the Murena and then the Rancho. From 1984, the company experienced a great boom with the production of the Espace, commercialised by Renault. A new factory was built to the south of Romorantin where every day, around 350 vehicles rolled off the finishing chain situated in the town's centre.

The commercial failure of the Avantime led to the disappearance of Matra cars in June 2003 and ended an adventure which had enabled Romorantin to prosper for almost 40 years.



# MATRA SPORTS, A DAZZLING EPIC



In order to add diversity to Matra's activities to enhance its popularity and to distance himself from his image up until this point attached to armaments, Jean-Luc Lagardère, defects from Dassault to take over the management of the newly created automobile sector and to create the Matra Sports team.

He adopted the French colour blue and established a sports team at Vélizy (78) while the cars were manufactured in Romorantin.

**"Formula 3 to learn, Formula 2 to get used to and Formula 1 to win!"**

With the means incomparable with those of the existing racing teams, Matra forged one of the most remarkable track records in the racing world in less than ten years.

From the first victory at Reims with Jean-Pierre Beltoise in July 1965, until the third consecutive success at the 24 Hours du Mans in 1974, Matra Sports accumulated some 124 victories.

The double titles of World Champion Pilots (Stewart) and Constructor, obtained in Formula 1 from 1969, and the World Title for endurance (1973-1974) contributed to the fame of this extraordinary team.





## THE MATRA MUSEUM IN DETAILS



# THE INDUSTRIAL ADVENTURE...

« 1 009 029 EXAMPLES: REMARKABLE CARS THAT HAVE MARKED THE HISTORY OF THE AUTOMOBILE »

Some of you will undoubtably be surprised to learn that the first three generations of the Renault Espace were conceived by Matra Automobile. They are exposed alongside the models that have become legendary. Matra 530, Bagheera, Murena as well as the Rancho, all from the Romorantin factories, reminding many of you of crazy escapades !



## Djet : 1964-1968, 1 693 copies

In 1964, the foundation of Matra Sports, born from a fusion of automobiles René Bonnet and GAP, the company takes over the production of Djet initiated by René Bonnet.

## M 530 : 1967-1973, 9 609 copies

« The Friends Car »

The first car 100% Matra targeted a young and dynamic clientele. The different technical solutions borrowed from sports models made it a car with exceptional road holding.



## Bagheera : 1973-1980, 47 796 copies

Philippe Guédon and his design office innovated with the three front seats and the typical colours of the 70s. Its slender style is reminiscent of Italian racing cars such as Lamborghini or Maserati.

## Rancho : 1977-1983, 56 457 copies

An all-terrain vehicle and not an off-road 4x4, the Rancho is the first green saloon on the market. This vehicle, which prefigured the MPV, still enjoys a large degree of sympathy from the public.



## Murena : 1980-1983, 10 680 copies

It is the first car in the world to benefit from anti-corrosion protection by hot-dip galvanisation. With its three front seats, it is the worthy heir to the Bagheera. It will be the last car with a sporty appearance.

## Espace : 1984-2002, 874 242 copies

Philippe Guédon was inspired by the American van to create this vehicle. The first European monospace model (a term coined by Matra), it is remarkable for its large, fully modular interior volume and its small exterior dimensions. The Espace truly revolutionised the automotive world.



## Avantime : 2001-2003, 8 552 copies

Last production vehicle manufactured by Matra Automobiles. This coupé is already classified as a collector's item.

# THE 530 VIGNALE: ENTRY OF A BEAUTIFUL ITALIAN CAR IN RED...

Since November 10, 2013, Mr. Henk de Wit, a Dutch collector, has fulfilled his wish: to donate a very rare and beautiful car, the 530 Vignale, to the Matra Museum. His beautiful car now belongs to the city of Romorantin-Lanthenay.



The Vignale, dressed all in red, is a unique model, sitting next to the other 530s, just beside the Delaunay.

This 530 is a styling study by Virginio Vairo, a designer employed by Alfredo Vignale, the famous Italian coachbuilder.

The 530 Vignale was presented at the Geneva Motor Show in March 1968. The look was more attractive than the original 530. It borrows the lines of the Maserati Indy and its front end has a pronounced Lamborghini Isrelo look.



# AN ABSOLUTELY UNIQUE SPORTING RECORD...

"MATRA WILL BE FORMULA 1 WORLD CHAMPION AND WILL WIN THE 24 HOURS OF LE MANS" JEAN-LUC LAGARDÈRE, 1965

The MS80, F1 World Champion in 1969, sits amongst a dozen single-seaters, Formula 1, 2 and 3. The Matra team distinguished itself in all categories for a decade.



## MS1, Formula 3 1965

This was the first Matra racing car. It won the Reims Grand Prix in 1965 with Jean-Pierre Beltoise at the wheel, making his racing debut.

## MS5, Formula 2 1966

This exceptionally grey car was made for another team, that of John Combs. Victories in 1966 with Johnny Servoz-Gavin and in 1967 with Henri Pescarolo.



## MS6, Formula 3 1967

Newly built in 1966, this car was equipped and powered in the F2 1600 cm<sup>3</sup> version for the 1967 season, driven by Jean-Pierre Jaussaud.



### MS7, Formula 2 1969

It won the European F2 trophy 3 times (1967, 1968, 1969) with the drivers Ickx, Beltoise and Servoz-Gavin. It also collected 5 F1/F2 French Championship titles.

### MS11-12, Formula 1 1968

It ran in the 1968 F1 season driven by Jean-Pierre Beltoise. It was then transformed into a laboratory car for testing the V12 engine.



### MS80, Formula 1 1969

This car dominated the 1969 F1 season and won everything in its path: 6 Grands Prix, the Drivers' World Championship with Jackie Stewart and the Manufacturers' Championship for Matra.

### MS120, Formula 1 1970

For the 1970 season, only the Matra V12 was fitted to the MS120 chassis and it finished on the podium three times: 3rd in Monaco (Pescarolo) and 3rd in the Belgian and Italian Grands Prix (Beltoise).



### MS120D, Formula 1 1972

Chris Amon won the Swedish Grand Prix and finished 2nd in the 1972 French Grand Prix. This car marked the end of F1 for Matra, as Jean-Luc Lagardère wanted to refocus his team on Sports Prototypes and the 24 Hours of Le Mans in particular.

## The Sport-Prototypes, from the 620 to the 680 and the world endurance champion MS670C...



### MS620, 1966

It was the first real sports prototype of the young Matra team led by Bernard Boyer. It is equipped with a BRM engine.

### MS630, 1968

In 1968, the MS630 made Matra a legend in the 24 Hours. The race took place at the end of September in pouring rain. The windscreen wiper motor broke down one after the other. Henri Pescarolo took up the challenge and drove several stints without wipers at night. A rear tyre blowout a few lengths from the finish deprived him of a place of honour.



### MS650, 1970

Last sports prototype car with a tubular chassis built by Bernard Boyer. It is equipped with the new V12 MS12 engine. The MS650 wins the Tour de France automobile in 1970 and 1971.





### MS660, 1970

The MS660 was the first car to be built around an aluminium chassis inspired by the aviation boiler industry. Three MS660s were built and entered in the 1970, 1971 and 1972 Le Mans 24 Hours.

### MS670C, 1974

In 1974, the MS670Cs won 8 races out of 9. These performances added to a 3rd victory in the 24 Hours of Le Mans (again Pescarolo/Larrousse) gave Matra a second World Sports Car Championship title.



### MS680, 1974

The last Matra competition car, the MS680 is a MS670 modified for the 1974 Le Mans 24 Hours. Poorly prepared for the start of the 1974 24 Hours, it suffered from overheating problems and its engine broke down on lap 105.

# THE MATRA SPIRIT OF INNOVATION...

« THE SECRET DRAWERS OF A GREAT MANUFACTURER »

As a designer of niche vehicles, Matra has produced many avant-garde prototypes with astonishing capabilities.

The Espace F1, designed to celebrate ten years of collaboration between Matra and Renault in 1994, is the best example of this capacity to surprise. The chassis and engine belong to the 1993 Williams Renault F1 World Champion. A second-generation Espace shell, restyled for the occasion, was adapted to it.

Some thirty concept cars, technological showcases or vehicles close to the production line are on display in the basement of the museum.



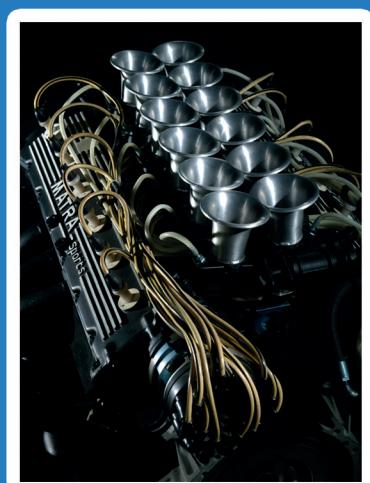
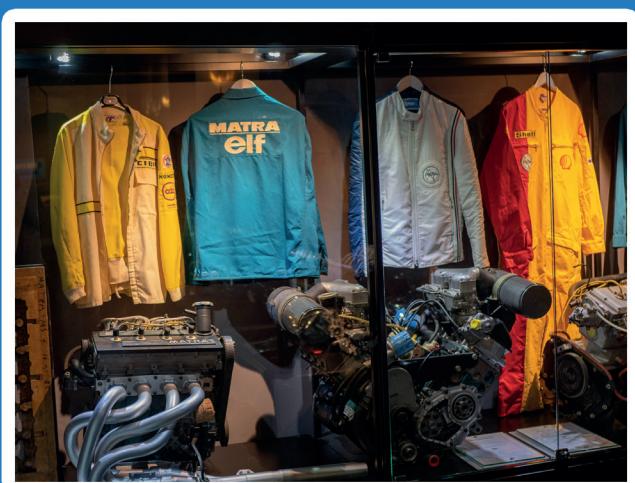
Espace F1



M25

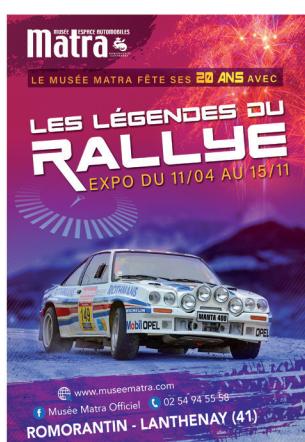
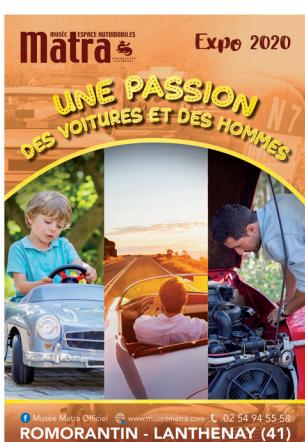
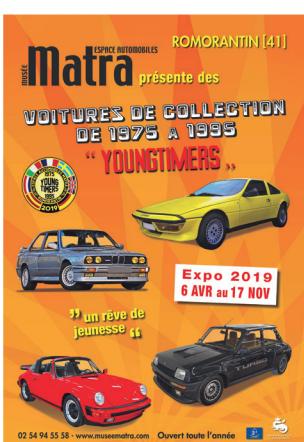
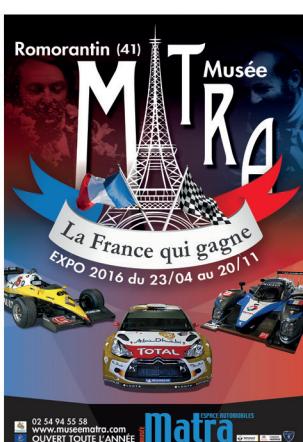
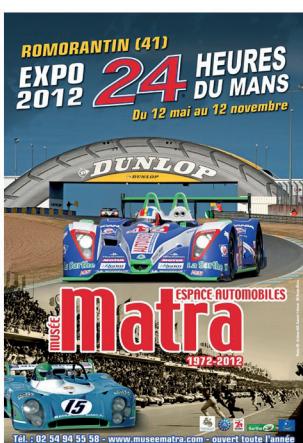
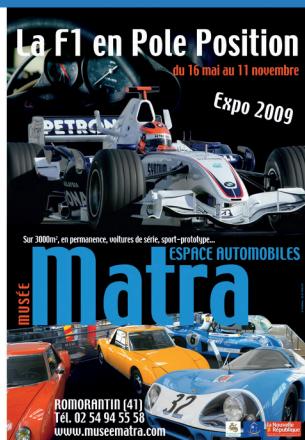
## THE ENGINE ROOM

A unique and surprising journey to the heart of the different Matra engines that have made the brand famous, with the inimitable sound of the V12 in the background.



# A MUSEUM IN MOTION...

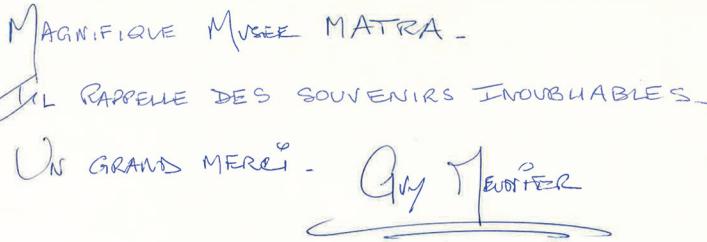
EVERY YEAR SINCE 2000, THE ESPACE AUTOMOBILES MATRA CREATES THE EVENT BY ORGANISING AN IMPOSING TEMPORARY THEME EXHIBITION.



# THE PRESS AND VISITORS TALK ABOUT THE MUSEUM...

**Actu :** Musée Matra à Romorantin-Lanthenay (Dép 41)

## Un lieu unique !



Merci pour cette belle exposition,  
et surtout cet accueil de qualité.  
Le GEM EN Avant ! Al.

Super Musée ! Passionné d'automobile ou non, c'est très chouette !  
le bruit des moteurs est un vrai régal !  
A voir, à conseiller --- Les Jésigrees

C'était génial, les voitures sont trop belle et le questionnaire  
est bien. J'ai surtout adoré la voiture : Zoom !

Trop cool !!



## Une équipe de Télématin au Musée automobile Matra

Anne-Christine Horent, journaliste chroniqueuse à France 2 et son équipe étaient en plein tournage hier. Afin de promouvoir l'expo temporaire Alpine.



Le directeur du musée automobile Matra a joué les guides et présenté les bolides Matra et l'exposition temporaire Alpine à la chroniqueuse de Télématin.

Toute la journée d'hier, l'équipe de Télématin a réalisé des plans des différents bolides Alpine, vedette de l'exposition temporaire.

Super je conseille vivement ❤  
Super voiture très sympa ❤ Angélique

## La plus belle grille du monde

Matra appartient à la grande histoire de la F1. Pour fêter les 40 ans du premier titre mondial, le musée de Romorantin réunit des voitures de légende.



Il y a quarante ans tout juste, Jackie Stewart et sa MS80 apportent à l'écurie Matra, lancée par Jean-Luc Lagardère en 1965, le premier doublé français champion du monde pilote et constructeur en Formule 1. Une date historique que l'espace Matra de Romorantin ne peut pas manquer de célébrer. À l'occasion de ce quarantième anniversaire, une imposante grille de départ sera alignée dans les vastes allées du musée. Juste à côté de la MS 80, qui occupe une fois de plus une pole position plus que méritée, la toute première voiture engagée sous les couleurs françaises : la rutulante Gordini 1966. Juste derrière, une Lotus bleue, reine du monde en 1963. Viennent ensuite la première voiture rouge flanquée du fameux logo rouge et noir de Ferrari, qui fait déjà revivre les Ligier et Lancia de la fin des années 1970. Williams, vainqueur d'un Grand Prix qui permit à la marque au losange de rejoindre Matra comme constructeur français sur les tablettes mondiales. En poursuivant cette incroyable ligne de départ, le visiteur se rapproche de l'ère moderne de la F1 et croise bientôt la Benetton-Renault au volant de laquelle Michael Schumacher fera, à très grande vitesse, son entrée dans l'histoire. Équipements portés par les plus grands, casques de nombreux champions du monde, moteurs et autres merveilles automobiles... rendent la rétrospective encore plus saisissante. Enfin, majestueuses en fond de grille (mais nul doute qu'elles furent lancées, elles referaient vite leur retard) trois F1 des années 2000 : Renault, Ferrari et McLaren. Une exposition exceptionnelle à découvrir sur les chapeaux de roue !

ROMORANTIN-LANTHENAY (41)  
• Espace automobile Matra  
• La F1 en position à Japonais. Il suffit de poser  
• À l'espace Automobile Matra, ouvert tous les jours, de 9 h à 12 h et de 14 h à 18 h et le week-end, de 10 h à 12 h et de 14 h à 18 h.  
Pour retrouver les coordonnées des sites, rendez-vous page 114.

Un parterre mécanique aux allures de grille de départ d'un Grand Prix de Formule 1.

Si vous n'avez pas encore visité le Musée automobile Matra à Romorantin-Lanthenay, en voici l'occasion : une exposition temporaire (jusqu'au 17 novembre) vous permettra de découvrir des... Alpine ! Entre les firmes de Dieppe et de Romoré, les atomes crochus ne manquent certes pas : ces deux firmes ont porté haut les couleurs de la France en compétition dans les années 60/70 ! Sans être vraiment concurrentes, les productions en série ont également enthousiasmé de nombreux fans, qui, en collection aujourd'hui, perpétuent la mémoire et la passion qui entourent ces productions mythiques. Si Alpine fait désormais son retour (notamment en compétition au Mans, mais bientôt en série !), Matra Automobiles fait semble-t-il définitivement partie du passé. Occasion est ici donnée de faire le parallèle historique avec une exposition Matra fabuleuse (et permanente) et une thématique Alpine pour 2013 qui ne manque pas de versions rares (premier coupé Rédélé Le Marquis de 1954, toutes les Alpine de série en parfait état, de nombreux modèles de compétition, rallyes, endurance, monoplaces) : quinze Alpine cohabitent donc avec les Matra, dans ce musée à la scénographie et à la structure moderne, claire et véritablement séduisante. Pour l'avoir visité plusieurs fois, la Rédaction en fait largement l'un des trois meilleurs musées automobiles de France ! A noter que, cerise sur le gâteau, l'équipe du lieu est dynamique et très sympa... Quoi vous dire de plus pour y aller pendant vos vacances ? Espace Automobiles Matra, tél. 02 54 94 55 58, www.museematra.com. (photos E.Crébègues)

# PRACTICAL INFORMATION

## Shop :

You know a car enthusiast or you are one.

The Matra Museum shop is for you!

Our books, Matra miniatures, clothes, mugs and various articles are waiting for you! Our shop is accessible without visiting the museum beforehand.



## Opening hours :

Open all year round,

Every day except Tuesday (except during the holiday period zone B) :  
9am to 12pm and 2pm to 6pm

Saturday, Sunday and public holidays from 10am to 12pm and from 2pm to 6pm

**Closed on 1 January, 1 May and 25 December**

From 01 July to 31 August open 7 days a week

**The ticket office closes at 5.30 pm.**

## Health measures and visiting instructions :

For your safety, and of course in compliance with the recommended sanitary rules and barrier gestures, **the wearing of a mask and a sanitary pass are compulsory.**

Hydro-alcoholic gel is available at the reception and in the shop.

## Rates :

**Individuals:** €7.00

**Reduced:** €5.00 (children over 8, students, disabled people, specialised medical centres)

**Groups:** €5.00 per person with one free admission for every 15 people  
(Possibility of museum presentation under reservation)

**Free of charge:** Children under 8 years old, group leaders, job seekers



## Contacts :

**Musée Espace Automobiles Matra**  
**17 rue des Capucins**  
**41200 - ROMORANTIN-LANTHENAY**



: 02 54 94 55 58



: museematra@romorantin.fr

[www.museematra.com](http://www.museematra.com)



Musée Matra officiel



Coming soon

## Access :

**ROMORANTIN is located in the Centre-Val de Loire region, in the Loir et Cher.**  
180 km south of PARIS  
68 km from ORLEANS  
41 km from BLOIS and the Loire Valley castles

### **Motorways :**

A 71 (exit SALBRIS or LAMOTTE BEUVRON)

A 85 (ROMORANTIN exit)

### **SNCF stations :**

ROMORANTIN: station served by  
served by the Blanc Argent train.

VIERZON (30 km)

SALBRIS (30 km)

### **GPS coordinates :**

47.35734 Latitude

1.740632 Longitude

