



ROBOT EXPEDITION PRAGUE — OSAKA EXPO 2025

MISSION OF FRIENDSHIP AND PEACE
BETWEEN NATIONS



ROBOT
EXPEDITION
PRAGUE —
— OSAKA
EXPO 2025



WHY ROBOT EXPEDITION?

ROBOT is a Czech brand of hand-made watches that brings to life the famous stories of Czechoslovak industry in the 20th century. The Minor racing car, an icon of motorsport, inspired the brand's eponymous watch model. The first aerodynamic mass-produced passenger car in the world – the Tatra 77, influenced the design and name of the Aerodynamic model. The highly successful training jet Albatros, developed in the second oldest aviation factory Aero Vodochody, then gave the name to the first pilot's watch ROBOT.

The word „robot“ originates from the Czech Republic, first introduced by the writer Karel Čapek in his 1920 play R.U.R., where it referred to artificial beings created to perform human labor. This term, now a global symbol of technological innovation, served as the inspiration for our brand name.



MINOR



AERODYNAMIC



ALBATROS





With reference to the Sakura expedition from 1970, when Czechoslovak tourists went on foot and by hitchhiking to the first Expo in Osaka, we want to follow up on this event and make the historical Czechoslovak Tatra and Škoda cars famous in the world.

We accept the challenge and want to conquer the difficult route and meet the adventure that awaits us along the way. Our expedition from Prague to Osaka is more than just a journey for new experiences; it is a symbol of friendship and mutual understanding between nations.

Traveling in vintage cars brings us nostalgia and the joy of driving, but it also connects us with people and places that are often forgotten in the fast pace of modern life. Every stop and encounter with locals, every exchange of views and experiences, all this creates bridges between cultures and new friendships.

The journey can be just as important as the destination.
Let's write this story together.



Sakura Expedition,
Ceremonial start, Prague 1970
Ceskoslovenský filmový týdeník



The Sakura Expedition, 1970,
archival photo



Signed Memorandum / Granted Patronage:

On 06/09/2024, a Memorandum of Cooperation was signed between the Czech Center, the Office of the General Commissioner of the Czech Republic's participation in the VSV EXPO OSAKA 2025, represented by Mr. Ondřej Soška and Agency POZITIF s.r.o., organizing the ROBOT expedition Prague–Osaka 2025.

Patronage of the Minister of Foreign Affairs of the Czech Republic:





The cars that will start the expedition will be at least 45 years old, i.e. manufactured before 1980. With reference to the tradition and cooperation of both nations, we prefer Czech (Czechoslovakian) and Japanese-made cars, but cars of other brands will also be able to participate.

START LIST

starting number 1	Zajíček Josef, Běhal Robin	ROBOT	Tatra 603, 1959
starting number 2	Pešák Lubomír, Uher Ivan	VETERÁN ARENA	Toyota Celica ST, 1977
starting number 3	Tůma Ivo, Toman Radek	BADGER	Škoda Octavia, 1961
starting number 4	Krejčí jr. Alois, Krejčí Alois	ITAREG	Škoda Octavia, 1962
starting number 5	Drbohlav Jan, Dědek Václav	GENX130	Škoda 100, 1973
starting number 6	Kuchár Miroslav, Koščo Mikuláš	VYCHODŇARE	Škoda 120, 1980
starting number 7	Dalibor Šebek, Martin Novotný	BIG FISH	Ford Mustang Hard top, 1966

The cars will be accompanied by a service car under the guidance of experienced mechanic Valdemar Vašenda.



Route

Czechia
Slovakia
Hungary
Serbia
Bulgaria
Turkey
Georgia
Azerbaijan

Caspian Sea – by boat
Kazakhstan
Uzbekistan
China
Yellow Sea – by boat
South Korea
East Sea – by boat
Japan

Important cities on the way



Bratislava, Budapest, Belgrade, Sofia, Istanbul, Tbilisi, Baku, Tashkent, Almaty, Beijing, Seoul

16.000 km

on the road between two metropolises
with rich historical roots Prague - Osaka

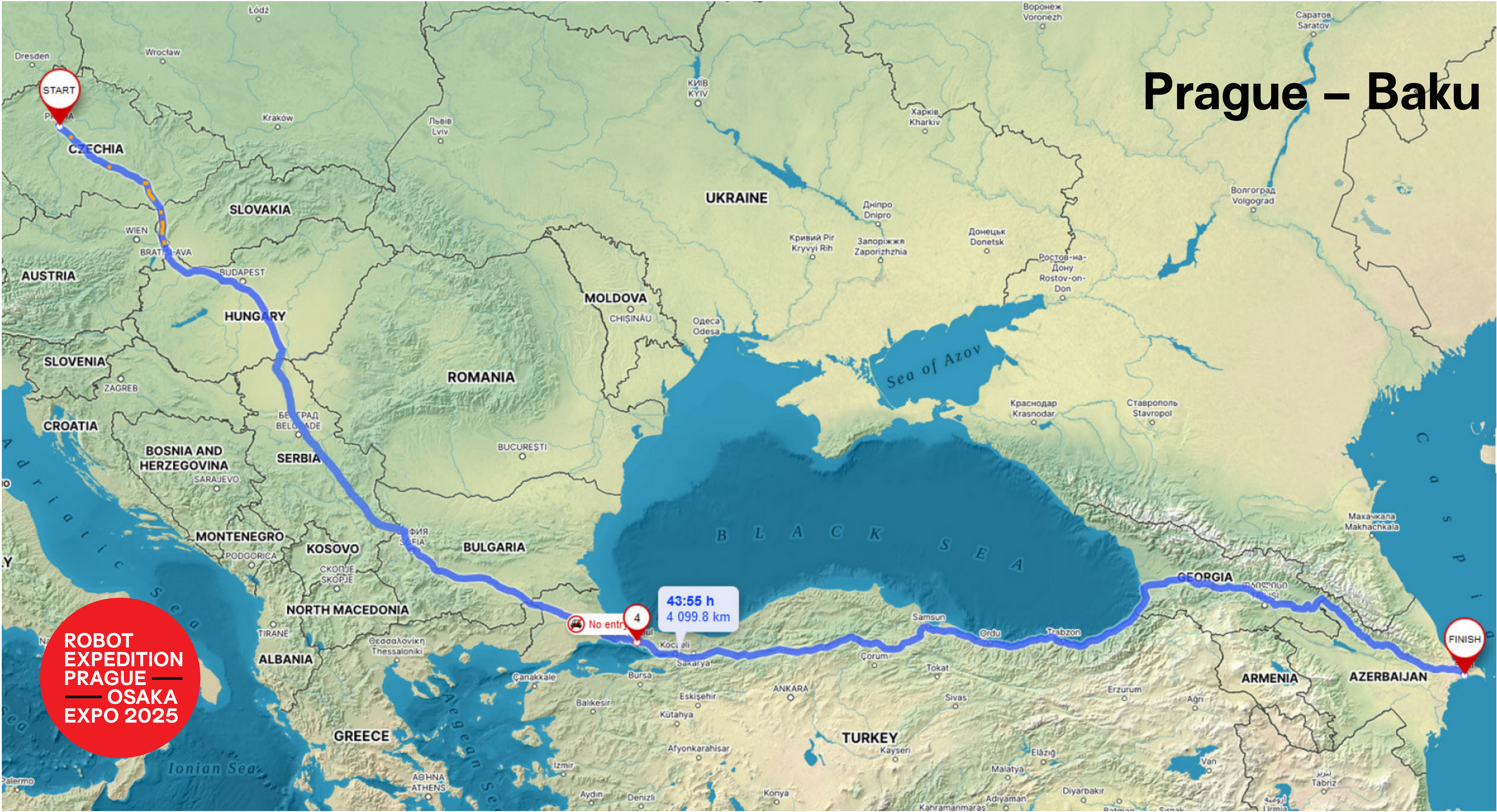
1.000 km

daily

21 days

on the road

Prague – Baku



**ROBOT
EXPEDITION
PRAGUE —
OSAKA
EXPO 2025**

Kuryk – Osaka



**ROBOT
EXPEDITION
PRAGUE —
OSAKA
EXPO 2025**



Shipping schedule:

- 11/2024 First press conference – presentation of the idea, teams, route
- 03/2025 second press conference – presentation of the route details, partners, concepts, media partners
- 20/06/2025 third press conference before the ceremonial start
- 21/06/2025 start of the expedition from the Prague Castle courtyard
- 07/2025 arrival at the Expo in Osaka
- 07/2025 return of crews to the Czech Republic (cars in containers, crews by air)
- 09/2025 discussions about the trip, exhibitions





Institutional partners of the expedition – in negotiations:

- President of the Czech Republic Petr Pavel
- Embassy of Japan in the Czech Republic
- Embassy of the Czech Republic in Japan
- Ministry of Industry and Trade of the Czech Republic
- General Commissioner of the Czech EXPO
- Czech Tourism Authority, Czech Tourism Agency
- Ministry of Foreign Affairs of the Czech Republic





Press conference 27.11.2024 Letenský zámeček with the participation of 50 journalists and several important guests.

Topic

Czech participation in the EXPO 2025 World Exhibition and ROBOT Expedition Prague–Osaka EXPO 2025

Location

Letenský zámeček, Letenské sady 341, Prague 7

Date and time

November 27, 11:00

Press conference on the Czech participation in the EXPO 2025 World Exhibition in Osaka, presented by official representatives of the Czech Republic led by Ing. Ondřej Soška, Commissioner General of the Czech Republic's participation in the EXPO 2025 World Exhibition. The program also included a presentation of the ROBOT Expedition a unique ride of Czech veterans from Prague to Osaka at EXPO 2025.

The ROBOT Expedition was represented by

Josef Zajíček

head of the ROBOT Expedition Prague–Osaka EXPO 2025

Alois Krejčí and Alois Krejčí jr.

participants of the ROBOT expedition

Zdeněk Thoma

Czech photographer, publicist, traveler and participant of the Sakura 1970 Expedition at EXPO in Osaka

The press conference also included a tasting of a special lunch menu from the chef of the Czech pavilion EXPO 2025.



Press conference 27.11.2024 Letná Chateau



Press conference.



The Japanese ambassador inspects the expedition Tatra 603.



Zdeněk Thoma, participant of the Sakura expedition from 1970 with Josef Zajíček, head of the Robot Praha – Ōsaka Expo 2025 expedition.



Example of ongoing media coverage



ČESKÁ TELEVIZE
Události



HN.cz



AUTONOVINY.cz



CZECHCRUNCH



FORBES



AKTUALNE.cz



Possible examples of cooperation within a partnership

All partnership funds are intended to provide service within the journey itself, without which it would not be possible to realize it. This will also be an idea for possible Communication and content within a possible partnership.

Examples of fulfillment:

- Partnership announcement on the event website with a direct link
- PR news announcing the partnership
- Partnership announcement on social media
- Presentation of the partnership within the PR content in the online presentation – photos including products, hashtag, use of photos with the logo, or the partner designation itself
- Logo on the crew cars and service car

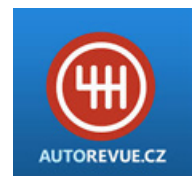
- Logo on team clothing
- Logo on letterhead
- Delivery of creative content – 10 photos, separate video 30sec
- Logo on banners at the start of the race
- Presentation of the partnership on materials at events – press conferences, discussions, events with partners, ceremonial start of the race Prague, ceremonial arrival at the finish line Osaka
- Presentation of products at stops along the route – e.g. logo on gift bags
- Logo on promotional materials – presentations, flyers, gift bags
- Logo and product on the event newsletter
- Regular video/photo report from the trip



Partners



Media partners





Organizing agency: Agentura Pozitif s.r.o.,
Do Čertous 2622/14, 193 00 Prague 20

Josef Zajíček
+420 602 106 660
josef.zajicek@benet-holding.cz

Jana Svobodová
+420 737 237 406
svobodova@autodrom-most.cz

