



Press Information  
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## **BMW i8 shines at Les Voiles des Saint-Tropez, the yachting jewel in the Mediterranean.**

High-tech meets classic design on the Côte d'Azur – BMW makes its debut as partner of the unique regatta with sailing legend Loïck Peyron and a breath-taking car.

**Saint-Tropez.** With BMW making its first appearance as partner at “Les Voiles de Saint-Tropez” (28<sup>th</sup> September to 6<sup>th</sup> October), the premium automobile manufacturer definitely made its mark on the traditional meeting of classic and modern yachts, and also presented the 2013 BMW Trophy for the fastest Wally yacht. Speed, records and innovative technology were characteristic of the event, both at sea and on land: round-the-world record holder Loïck Peyron was welcomed on board as the new ambassador for BMW France, and proved as popular with the crowds as the BMW i8. Launched just one month ago at the IAA motor show in Frankfurt, the plug-in-hybrid was a real eye-catcher in glamorous Saint-Tropez.

“Our partnership with Les Voiles de Saint-Tropez and the organising Société Nautique de Saint-Tropez could not have got off to a better start. We would like to thank the yacht club for the outstanding cooperation,” said Dr. Nicolas Peter, BMW Group Head of European Sales Region. “This prestigious regatta is the jewel of the Mediterranean. This is where classic meets modern, and timeless aesthetics meet innovative design and technology. This was the perfect stage, on which to present the BMW i8, which thrilled those taking part in the regatta at the BMW Yachting Cocktail evening. We are delighted to welcome the second of the evening’s star guests, Loïck Peyron, on board as BMW Yachtsport Ambassador. Loïck pushed the boundaries whilst setting his sailing records, so the BMW i8 was in good company as the world’s most progressive sports car.”

Peyron was driven to the evening event by Dr. Peter in the BMW i8, and was thrilled by the completely new automobile experience. He said: “Automotive engineering is pioneering when it comes to technological development, and BMW understands better than any other company how important it is to research the small details, which make all the difference. That is also the only real way forward for sailing.”

The hybrid sports car was the focus of attention during an early-morning photo shoot in the marina, and enjoyed the kind of audience usually reserved for celebrities from the worlds of film and show business in Saint-Tropez.

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BMW presented a special prize at this year's Les Voiles de Saint-Tropez: the "BMW Trophy for the fastest yacht in the Wally class. Sir Lindsay Owen-Jones was the delighted recipient of this special prize. The owner and helmsman of the innovative "Magic Carpet 3" clocked the fastest overall time. The cruiser racer impressed with a dominant performance, thanks to its lightweight, carbon-fibre design.

The same can be said of the BMW i8 and the BMW i3, the first fully-electric BMW car. Jean-Pierre Tuveri, Mayor of Saint-Tropez, enjoyed an excursion through "his" town in the BMW i3, accompanied by Dr. Peter, and was captivated by the future of automobiles on his trip along the marina promenade.

Les Voiles de Saint-Tropez offers sailing enthusiasts the best of both worlds: the glorious past on the one hand, and the latest developments in yacht design and boat building on the other. The impressive fleet with boats from various different eras was once again an amazing spectacle in Saint-Tropez bay in 2013. Markus Wieser set sail in a genuine classic: the BMW Yachtsport Ambassador was on board the yawl "Veronique"- a two-master from 1907 – at Les Voiles de Saint-Tropez.

The renowned regatta on the Côte d'Azur was the highlight of the international BMW Yachtsport year. The season ends this coming weekend off Torbole on Lake Garda. The Germany Final of the BMW Sailing Cup will take place there first (11<sup>th</sup> to 13<sup>th</sup> October), before the 2013 season's best sailing club in Germany is crowned at the very same venue in the BMW Club Cup (19<sup>th</sup> to 21<sup>st</sup> October).



## BMW Yachtsport 2013 Calendar.

Date	Regatta	Venue	Country
09.-13.04.2013	European Dragon Championship	Cascais	POR
23.-26.05.2013	International Bodenseewoche	Constance	GER
05.-01.06.2013	BMW Sailing Cup International Final	Portorož	SLO
12.-16.06.2013	BMW Dragon Grand Prix Germany	Kühlungsborn	GER
01.-04.08.2013	Robbe & Berking mR Sterling Cup	Flensburg	GER
01.-08.08.2013	Robbe & Berking 6 Metre World Championship	Flensburg	GER
19.-24.08.2013	International Dragon Gold Cup	Douarnenez	FRA
05.-13.09.2013	World Dragon Championship	Weymouth	ENG
28.09.-06.10.2013	Les Voiles de Saint-Tropez	Saint-Tropez	FRA
11.-13.10.2013	BMW Sailing Cup Germany Final	Torbole	ITA
19.-21.10.2013	BMW Club Cup	Torbole	ITA

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