



Press Information

19th March 2010

## **BMW Sailing Cup: World Final in Auckland.**

Highlight of amateur regatta series makes debut in southern hemisphere.

**Auckland.** The fourth season of the BMW Sailing Cup reaches its climax from 21st to 26th March with the World Final in Auckland, New Zealand. This sees the highlight of the largest international regatta series for Amateur held in the southern hemisphere for the first time, following successful events in Valencia (Spain, 2007), Dubai (UAE, 2008) and Malcesine (Italy, 2009). The victorious teams from Germany, Hong Kong, Italy, Malta, New Zealand (defending champions), Portugal and Spain will go head-to-head in fleet and match racing formats in the "City of Sails".

"The BMW Sailing Cup has become a major event. We are delighted to be staging the fourth World Final already," says Ralf Hussmann, head of BMW Sports Marketing. "This regatta series, which allows ambitious amateur sailors to compete with each other in an international competition, is unique. Alongside our commitment to international, professional yachting, it is very important for BMW to use an amateur event to establish links with customers and allow people to experience the BMW brand values."

"Farr MRX" one-design yachts will be used for the World Final, which BMW is staging in cooperation with the renowned New Zealand Yacht Squadron. The first round sees the crews, which consist of amateurs according to ISAF regularities, compete in fleet races. The top three teams qualify for the semi-final, while the fourth semi-finalist is determined among the remaining four crews in a match racing round robin. The semi-finals and finals are also match racing series: the first crew to win three races wins the series.

"Auckland is an excellent sailing area, and yachting is unbelievably popular in New Zealand. I believe there can hardly be a better stage for a World Final of the BMW Sailing Cup than the 'City of Sails'. It will definitely be a magnificent event for everyone involved," says Hussmann.

The significance of Auckland on the international yachting scene is underlined by a Regatta taking place directly before the World Final of the BMW Sailing Cup: the Louis Vuitton Trophy. Eight international teams, peppered with some of the best yachtsmen and women in the world, will sail against each other on 2007 America's Cup yachts from 9<sup>th</sup> to 21<sup>st</sup> March.



# BMW Sailing Cup World Final 2010



For the seven amateur teams, the World Final starts on the Sunday (21<sup>st</sup> March) with the final of the Louis Vuitton Trophy, which they will be able to follow at close hand from spectator boats. The event will then be officially opened with a Welcome Dinner at the "Auckland War Memorial Museum", where the awards ceremony for the Louis Vuitton Trophy will also take place on the same evening. After two days of fleet racing, the World Final enters its decisive phase on Wednesday and Thursday.

## Overview of the BMW Sailing Cup World Final:

<b>Dates:</b>	20 <sup>th</sup> to 26 <sup>th</sup> March 2010
<b>Venue:</b>	Auckland, New Zealand
<b>Hosting Yacht Club:</b>	Royal New Zealand Yacht Squadron
<b>Regatta Boat:</b>	Farr MRX
<b>Race Director:</b>	Russell Green
<b>Race Officer:</b>	Megan Kensington
<b>Chief Umpire:</b>	Richard Slater
<b>Participating Countries:</b>	Germany, Hong Kong, Italy, Malta, New Zealand, Portugal, Spain
<b>Previous Winners:</b>	New Zealand (2009), Spain (2008), Germany (2007)

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