



Press Information  
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## BMW partners Les Voiles des Saint-Tropez – the yachting jewel of the Mediterranean.

“Round the world in 45 days” world record holder Loïck Peyron represents BMW as ambassador at the top-class meeting of high-tech and classic aesthetics.

**Munich/Saint-Tropez.** The name alone – “Les Voiles de Saint-Tropez” (The Sails of Saint Tropez) – reveals the breath-taking spectacle that awaits visitors to Saint-Tropez on the Côte d’Azur each September. More than 300 classic and modern yachts, some up to 50 metres, gather for a unique regatta, which traditionally forms the season finale and highlight for offshore yachts in the Mediterranean. BMW has added another highlight to its yachting commitment and is now partner of the organising Société Nautique de Saint-Tropez, meaning the premium automobile manufacturer is also the partner of this year’s Les Voiles de Saint-Tropez (28<sup>th</sup> September to 6<sup>th</sup> October).

“We are delighted to be able to announce the partnership with the renowned yacht club Société Nautique de Saint-Tropez and the captivating Les Voiles des Saint-Tropez. This prestigious event is a true highlight for more than just sailing enthusiasts,” said Eckhard Wannieck, Head of BMW International Sponsorship, Cooperations and Product Placement. “This is where classic meets modern, and timeless aesthetics meet innovative design and technology. The will to win and team spirit also play a major role, as does the friendly camaraderie and passion for sailing. It is these values that BMW is so happy to support, and which are of such great importance to our brand.”

André Beaufils, President of the Société Nautique de Saint-Tropez is looking forward to the partnership. He said: “We are delighted to see BMW return to the Voiles de Saint-Tropez. This is a prestigious partner who will undoubtedly bring added value to the event.”

At the regatta, the legendary Loïck Peyron will be unveiled as the new BMW Ambassador France. Peyron has set many international sailing records. One of these came on 6<sup>th</sup> January 2012, when he and his team set a new world record of 45 days and 13 hours with the trimaran “Banque Populaire V” in the Jules Verne Trophy.

At an exclusive reception, BMW will present two star guests: Peyron and the new BMW i8. The BMW i8 is the BMW Group’s first plug-in hybrid vehicle and the world’s most progressive sports

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car. The BMW i8 had its world premiere at the International Motor Show in Frankfurt at the start of September.

Visitors to Les Voiles de Saint-Tropez are spoilt for choice, being torn between the magnificent past and the latest developments in yacht design and boat construction. The huge fleet in Saint-Tropez bay, featuring boats from a wide range of different eras, is an amazing sight. Its appeal lies in the spectacular contrasts between varnished wood, teak and carbon fibre on the one hand, and the traditional refinement of the classic boats and functionality of the ultra-modern yachts on the other. This contrast also acts as an incentive for BMW to consistently come up with new innovations when developing its cars – always hand in hand with distinctive design and the company's long tradition.

As such, it is no coincidence that BMW present a special prize to the winner of the Wally class at this year's Les Voiles de Saint-Tropez – the "BMW Trophy". These luxury cruising racers, inspired by an idea from Luca Bassani, feature futuristic designs and automated operation, which allow even smaller crews to perform superbly at regattas. The outstanding performance of the Wally yachts is largely down to their carbon-fibre construction.

Wannieck: "As part of the partnership with the Société Nautique de Saint-Tropez, the BMW Trophy will be presented to one class winner each year. We have opted for the Wally yachts in 2013, as they are a very good match for the revolutionary, zero-emission BMW i cars, with which BMW has reinvented urban mobility."

Participants at Les Voiles de Saint-Tropez can also look forward to an exhibition of BMW vehicles, which will include both the BMW i8 and the recently launched electrical BMW i3. This is the world's first production vehicle made of carbon and makes fully-electric driving possible on an everyday basis. The new BMW 4 Series Coupé, the new BMW X5, which is used as a towing vehicle at the regatta, and other innovative BMW and BMW M models will also be presented.

On the water, BMW Yachtsport Ambassador Markus Wieser will fly the company colours and sail on a very special classic yacht: the yawl "Véronique", a two master built in 1907.

## **Background information**

The Société Nautique de Saint-Tropez (SNST) dates back to 1866, although it was officially formed in 1899. The SNST is the organiser or joint organiser of more than 15 regattas per year, including the famous Giraglia Rolex Cup long-distance regatta in June. It also organises the Dragon Saint-Tropez in mid-October, at which BMW is also Official Partner, underlining the



company's strong association with this renowned three-man keel boat class: in 2013, BMW is partner to the World and European Championships, as well as the Gold Cup and German Grand Prix.

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