



Press Information

13th March 2014

**Dragon European Championship: the BMW Yachtsport season casts off.**  
BMW again partner to major regattas at the 'premier league' of competitive sailing in 2014. BMW Yachtsport Ambassador, Markus Wieser, in action at the European Championship.

**Munich.** The BMW kicks off the new yachting season with the 'premier league' of competitive sailing. The European Championship for Dragon yachts will be held in San Remo from 25<sup>th</sup> to 29<sup>th</sup> March – and, as it was last year, BMW is once again on board as "Official Partner". Defending champion is Portugal's Jose Matoso, who won the Virginie Heriot Cup for his sailing club Clube Naval de Cascais last year. The continental championship marks the start of a succession of high-class Dragon regattas, supported again by BMW this year. These include the BMW Dragon Grand Prix Germany (15<sup>th</sup> – 18<sup>th</sup> June, Kühlungsborn, GER), the International Dragon Gold Cup (5<sup>th</sup> – 12<sup>th</sup> September, Medemblik, NED), the Hans-Detmar Wagner Cup (9<sup>th</sup> – 12<sup>th</sup> October, Torbole, ITA) and Dragon Saint Tropez (15<sup>th</sup> – 18<sup>th</sup> October, Saint Tropez, FRA).

"Even at this early stage in the year, we can already enjoy the first highlight of BMW Yachtsport's commitment to competitive sailing, in the form of the Dragon European Championship," said Eckhard Wannick, Head of BMW International Sports Marketing and Brand Cooperations. "This year, 90 teams from 22 countries have registered for the European Championship. This underlines the importance of the regatta at the pinnacle of the sport and confirms the success of the many BMW partnerships with the Dragon class. The high sporting standards and elegance of these boats is an exciting combination, and one with which BMW can certainly identify."

The new European Champions and the winners of the Corinthian classification will be rewarded with a special prize, in the form of a BMW M Intensive Training course: at the wheel of a BMW M4, the winners will push themselves and the car to the limit at a top-class racetrack, such as the Nürburgring, Salzburgring or Hockenheimring. Furthermore, BMW will also provide its motorhome – otherwise used in the top echelon of motorcycle racing, MotoGP – for the European Championship. As has become tradition at Dragon regattas with BMW, the company is pleased to invite the competitors to a communal post-sailing beer – served from an extraordinary dispenser installed in a 1950s BMW 501.

Beppe Zaoli, President of Yacht Club Sanremo: "Yacht Club Sanremo is proud to have BMW on board for the Dragon European Championship. BMW is a highly regarded partner on the international sailing scene and will enhance the status of this regatta. We are looking forward to a

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large and high-class fleet. Together with BMW, we will make every effort to organise a top-class European Championship regatta.

A maximum of seven races are scheduled to take place between 25th and 29th March. At least four races must be completed in order to be able to crown a new European Champion. If more than four races are held, one result is scratched. BMW Yachtsport Ambassador Markus Wieser, the 2012 Dragon European Champion, was beaten by surprise winner Matoso last year. This year, helmsman Wieser, who will line up for Germany with his crew of owner Sergey Pugachev and George Leonchuk, will once again be the man to beat.

As well as its commitment to the Dragon class, BMW is once again partner to the International Bodenseewoche, the classic Flensburg regattas – Robbe & Berking Sterling Cup, and Robbe & Berking Classic Week – and the renowned Les Voiles de Saint-Tropez.

## The 2014 BMW Yachtsport season.

Date	Regatta	Venue	Country
25th – 29th March	Dragon European Championship	San Remo	Italy
22nd – 25th May	International Bodenseewoche	Constance/Lake Constance	Germany
13th – 15th June	Robbe & Berking Sterling Cup	Flensburg	Germany
13th – 22nd June	Robbe & Berking Classic Week	Flensburg	Germany
15th – 18th June	BMW Dragon Grand Prix Germany	Kühlungsborn	Germany
5th – 12th September	International Dragon Gold Cup	Medemblik	Netherlands
27th September - 5th October	Les Voiles de Saint-Tropez	Mediterranean/St. Tropez	France
9th – 12th October	Hans-Detmar Wagner Cup	Torbole	Italy

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**The BMW Group.**

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In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.