BMW Yachtsport

Press Kit
6th May 2016

BMW technology transfer in the America's Cup.

BMW supports ORACLE TEAM USA with engineering expertise on its mission to defend the America's Cup.

Munich/New York. BMW is "Global Partner" of the America's Cup Event Authority (ACEA), the organiser of the 35th America's Cup. The America's Cup is the oldest trophy in international sport and is also seen as the most demanding sailing event, challenging the best athletes and the most innovative technology. BMW also supports ORACLE TEAM USA as Technology Partner with engineering expertise from the world of automobile design. The team's mission is to win the America's Cup for the third consecutive time.

BMW cooperates with ORACLE TEAM USA's design team in these fields:

- **From sailing to flying: aerodynamics are a key factor in the America's Cup.**
- **Technology transfer in both directions: America's Cup yachts and BMW i cars are made with BMW carbon expertise.**
- **BMW Motorsport engineers develop intuitive cockpit design.**
- **History of BMW technology transfer at a glance.**
- **BMW i technology enables zero-emission mobility in the America's Cup.**
- **An interview with ORACLE TEAM USA Performance Director Ian Burns: "BMW provides a huge advantage".**
- **BMW is "Global Partner" of the 35th America's Cup and Technology Partner of the Defender ORACLE TEAM USA.**
- **Press contact.**

GLOBAL PARTNER AMERICA'S CUP | BMW | OFFICIAL TECHNOLOGY PARTNER OF ORACLE TEAM USA

BMW Yachtsport

Press Information
6th May 2016

From sailing to flying: Aerodynamics have become a key factor in the America's Cup.

Technology Partner BMW supports Defender ORACLE TEAM USA with know-how and infrastructure.

Munich/New York. The ability of the America's Cup catamarans to foil – that is, to fly across the surface of the water on daggerboards – has revolutionised the "Formula One of sailing". This applies on the one hand to the crew, but also to the design team: aerodynamics play a far greater role in yachts that travel across the regatta course almost completely out of the water. In the pursuit of aerodynamic advantages, Defender ORACLE TEAM USA can rely on Official Technology Partner BMW, who bring valuable expertise, a wealth of experience and an ultra-modern infrastructure from the world of automobile design.

"Everything above the surface of the water can be optimised exactly the same way as we do with our cars," said Holger Gau, BMW expert in the field of 3D simulation methods. "We look at turbulence, we look at wakes, and we try to minimise resistance by modifying shapes." When performing these tasks, the BMW engineers can call upon the outstanding infrastructure at the BMW Group Research and Innovation Center (FIZ) in Munich: one of the largest wind tunnels in the world, which can achieve wind speeds of up to 300 km/h, and huge computer capacity. "The BMW Group is very well equipped on the virtual side," said Gau. "Different software tools allow us to assess the aerodynamic qualities of the boat and to optimise them virtually. The testing and fine-tuning then takes place in the wind tunnel. This procedure is similar to the one used when developing cars. It is all about combining the benefits of both worlds – digital and in the wind tunnel – as efficiently as possible."

Ian Burns is the ORACLE TEAM USA Performance Director and values the support of the Munich-based car maker. "America's Cup campaigns are like startups – there is a high emphasis on time to market and developing, producing and repeating the cycle as many times as possible. This doesn't always involve deep technology from the world's best engineers and scientists. Having access to these resources is where BMW provides a huge advantage," he said.

At the 35th America's Cup, the design of large parts of the platform, above all the hulls, is specified in the regulations. When it comes to optimisations, there are not that many things that the engineers can actually modify. One of them is the connection of the cross beams to the hulls. Here, Gau and his team are working on improving the shape of the beam to allow it to perform better, particularly when the airflow is coming in diagonally from the front. "On the aerodynamics side, BMW has an excellent knowledge of how exactly to improve these detailed modifications to the connection points," explained Gau. "Furthermore, we BMW engineers have an extraordinary wealth of experience in designing prototypes from the automobile sector. That helps enormously during development, as we know the answers to questions in this area: How do you connect such parts? How can you measure the differences?"

The aerodynamics at the FIZ also work on the position of the crew, to ensure that the sailors generate as little drag as possible. "We want to find out the ideal positions when performing various manoeuvres. Must the sailors position themselves in each other's slipstream? Must they sit lower in the hull? Do we need something upstream, like the windscreen on a motorcycle, to minimise the crew's aerodynamic drag?" said Gau, who brings with him valuable experience in this area from another high-tech sport: BMW is also Technology Partner of the German Bobsleigh, Luge, and Skeleton Federation, a role that sees it assist with the aerodynamic optimisation of the bobsleighs and luges of the German athletes, who have enjoyed great success at world championships and the Olympic Games.

The process is similar. For the America's Cup project, Gau began by comparing the virtual methods, as BMW and ORACLE TEAM USA use different software. This alignment is important, as the defending America's Cup champions also develop the design virtually at first. "In the second step, we use our methods to provide input on the places where there is still room for improvement," Gau explained. "After that we head to the wind tunnel. We can, for example, test the crew positions with various superstructures. In the tunnel, we develop potential improvements, which we then test virtually on the complete model. At some point you have identified so many improvements that it is time to put them into practice on the real boat." That boat is the yacht charged with helping ORACLE TEAM USA to its third successive America's Cup victory next summer. Should the team achieve the "three-peat" in Bermuda, the BMW aerodynamics specialists at the other end of the world will know they have once again done an outstanding job.

BMW Yachtsport

Press Information
6th May 2016

BMW Carbon Expertise is key to America's Cup success.

Technology transfer between BMW and the ORACLE TEAM USA sailing team works in both directions.

Munich/New York. Flashback to 2004: BMW takes on the America's Cup challenge in partnership with the BMW ORACLE Racing team. Two aviation and aerospace engineers from the Bavarian automobile constructor are dispatched to the design team at the Challenger of Record, tasked with using BMW technology transfer to win the most prestigious sailing trophy in the world. In 2010, it was mission accomplished, as BMW ORACLE Racing wins the 33rd America's Cup in Valencia. That same year marks the founding of the BMW i brand, which has made automobile history with the i3 and i8 – facts that are inextricably linked with one another.

The expertise of BMW engineers was much in demand at the BMW ORACLE Racing Team. Lightweight design specialists Thomas Hahn and Christoph Erbelding were responsible for structural analysis and optimization methods. Their key task was to achieve the maximum degree of structural optimization in the carbon hull of the yachts for the 32nd America's Cup. The IACC rule at this time specified a maximum weight. As the speed of the keel boats was dependent on the righting moment of the keel /bulb that had to be as heavy as possible, the hull had to be as light as possible – but still able to withstand great force. The rig pressed against the hull with a compression force of 65 tonnes.

“We applied our analysis and optimization methods from the automobile industry to successfully influence the layout – meaning the number and positioning of various carbon layers – during construction of the boats. The BMW ORACLE TEAM yacht was one of the lightest to compete in the 32nd America’s Cup,” says Hahn. In addition to the lightweight design expertise, BMW also supported technology transfer in production for the America's Cup project: The keel fin was produced in the BMW plant in Eisenach.

The BMW engineers also realised that they would hardly use prototypes, a normal part of the automobile development process, for the America's Cup project. The results of the design team's computer work have to function in the race. Engineers must deliver pioneering design, at high speed. “The development cycles are short. It is important to

develop concepts quickly in small teams, then to test, apply and optimize these – and then to repeat this cycle as often as possible," says Hahn, who took on the responsibility of leading the structural team for the BMW ORACLE Racing Team, thereby playing an important role in the 2010 America's Cup victory. The winning boat in the 33rd America's Cup was a 90-foot Trimaran with a wing sail – one of the most spectacular, and most radical yachts seen in 165 years of a competition that demands the latest technological advances.

Hahn and Erbelding have also profited from this technological cooperation and have been able to apply their new carbon expertise in automobile construction for the BMW Group Research and Innovation Center. "We have learned a lot from our colleagues at BMW ORACLE Racing, particularly the swift creation and evaluation of concepts. Paul Bieker, then in charge of the structural team and now head of design for ORACLE TEAM USA, is an expert in this field and shared a lot of tips and tricks with us. This helped us to improve our expertise in the area of layout and construction of carbon fibre prototypes in these dimensions."

This expertise was also instrumental in another ambitious BMW project: The development of the all-electric BMW i3 and the trailblazing hybrid sports car BMW i8. Mass production of these visionary cars requires a raft of technological innovations, including a chassis made from carbon fibre reinforced plastic (CFK) – the same material used to construct the high-tech yachts.

Technology transfer also proved helpful in the other direction. Expertise from the America's Cup has been used in automobile construction, as Hahn explains when describing certification tests for the BMW i3 and the BMW i8 in the USA. The tests expect the roof of the car to withstand a certain amount of pressure, and to buckle a little. "The tests are set with a normal chassis in mind, as metallic structures will give way under pressure. Carbon as a material is not taken into account," says Hahn. "However, carbon fibre can resist great pressure with very little deformation. This is a property that we make use of in yacht construction all the time."

However, to allow the BMW i3 to be authorised in the USA, the carbon roof had to pass the test and buckle as specified – and a workable solution had to be found fast. "Just like in the America's Cup, we were able to take our expertise and implement it efficiently together with the development and assembly specialists at BMW," says Hahn.

The result is a bracing that achieves the necessary deformation under the specified force. The components are then produced in the BMW plants in Landshut and Leipzig. BMW specialists here produce 100 carbon vehicles every day: proof that carbon fibre can also be manufactured in outstanding quality, with a high degree of repeat accuracy, in a large-scale production process.

BMW Yachtsport

Press Information
6th May 2016

On course for America's Cup defence with BMW Motorsport know-how.

BMW engineers develop intuitive cockpit design for ORACLE TEAM USA skipper Jimmy Spithill.

Munich/New York. The America's Cup Class catamarans appear to soar weightlessly above the water on their foils. However, what may seem effortless is actually the result of a permanent adjustment of the foils in the water. In order to allow the yacht to 'fly' without respite, helmsman Jimmy Spithill must adjust the angle of the daggerboard foil and rudder foil on a second-by-second basis to suit the course, wind, speed and position of the opposition. To do this, he must be incredibly sensitive – and have an intelligent steering mechanism. This is being developed by the BMW Motorsport engineers. In doing so, they are transferring technology from automobiles to the world of competitive sailing.

The mental demands placed on ORACLE TEAM USA skipper Spithill are huge. He must steer the boat, keep an eye on the wind and the regatta field, make tactical decisions and launch manoeuvres – whilst at the same time coping with the tricky task of adjusting the foils. To pull off all this at virtually the same time, he needs an intelligent and intuitive steering module, which works with absolute precision, similar to a steering wheel in a racing car. The BMW Motorsport engineers are very familiar with such demands. As in competitive sailing, the BMW works drivers competing in global GT races, endurance classics and the German Touring Car Masters (DTM) require a high-tech steering system that is intuitive to operate and allow multitasking.

"We have accepted the challenge to develop a solution for an optimal steering system for ORACLE TEAM USA with great enthusiasm," said BMW Motorsport Director Jens Marquardt. "This task gives us the opportunity to showcase our racing expertise in a demanding, competitive environment away from automobile racing. Racing is still racing – whether on asphalt or water. As such, we are entirely committed to the America's Cup technology transfer project."

America's Cup Defender ORACLE TEAM USA is now also benefitting from this technical expertise. Helmsman Jimmy Spithill said: "Races with the America's Cup Class catamarans are exciting to watch and incredibly fun to be part of it. The boats are unbelievably fast on the foils. However, mastering and steering these mighty yachts is very complex. We have not previously had an optimal solution for adjusting the rudder and foils. I am thrilled with the new system developed by the BMW race engineers, as the yacht that can 'fly' the longest has the best chance of winning the race."

Technology in the America's Cup is always pioneering work, and there are often no models and solutions, on which one can orient oneself. However, that is part of the daily routine for the specialists at BMW Motorsport. Only last year did they lay the foundations for a milestone in motorsport: the 24-hour race at Spa-Francorchamps saw double leg amputee Alessandro Zanardi share the cockpit of a BMW Z4 GT3 with other, fully-abled drivers for the first time. A team of up to nine engineers had developed many innovative technical solutions, thanks to which all three drivers could complete a race distance of 24 hours and perform driver changeovers as quickly as possible and without any problems. These included a steering wheel for Zanardi, into which the throttle and a shifting system were integrated.

The task now is to optimise a steering wheel for a racing yacht. "It was very exciting to work on the perfect solution with the ORACLE TEAM USA design team in Bermuda," said Jannis Hellwig, Performance Engineer at BMW Motorsport. "As different as a catamaran and racing car may look at first glance, the two are both tailored to extreme performance. Every detail can be crucial come the race. The dimensions and power of the America's Cup Class yachts are very impressive. Our cockpit design will help make it possible to control the yachts better and could, perhaps, prove to be a key factor in the team's success."

BMW Yachtsport

Press Information
6th May 2016

BMW technology transfer a successful model in numerous sporting disciplines.

Whether on the racetrack, in the ice channel, or on water: BMW engineers help in the hunt for crucial seconds.

Munich/New York. The BMW Group is celebrating its 100th anniversary this year. Since the company was founded, innovation and a pioneering approach have been among BMW's success factors. This pioneering spirit and the desire to move the boundaries of what is technically feasible is also the key to success in numerous racing disciplines – and the reason why the development of innovative technologies for sporting competitions and chasing records has always been a matter of course for BMW. And BMW does not only take on challenges at the highest level in motorsport, but also in bobsleigh and luge, as well as the America's Cup.

BMW in motorsport.

Since the company was founded in 1916, BMW has celebrated racing success around the world. On motorcycles, in touring cars and sports cars, at rallies, in Formula 2 and Formula 1. The outstanding achievements and successes include:

- 1924: First BMW racing success with the BMW R32 motorcycle.
- 1929-1937: Ernst Jakob Henne sets numerous speed records on BMW motorcycles.
- 1940: Fritz Huschke von Hanstein and Walter Bäumer win the legendary Mille Miglia endurance race.
- 1954-1974: 20 constructors' titles and 19 riders' titles in the Sidecar World Championship.
- 1970s: BMW wins three European touring car championships with the BMW 3.0 CSL.
- 1975: BMW of North America is founded and wins the 12 Hours of Sebring at the first attempt with the BMW 3.0 CSL.
- 1983: BMW wins the Formula 1 World Championship as engine supplier.
- 1987: The BMW M3 wins the World and European Touring Car Championships and the DTM in the same season.

- 1999: First win at the 24 Hours of Le Mans (BMW V12 LMR).
- 2002-2009: BMW claims 17 podium positions in Formula 1.
- 2005-2009: The BMW works driver with a double leg amputation, Alessandro Zanardi, wins four races of the World Touring Car Championship in a BMW 320i adapted to suit his specific requirements.
- 2000s: BMW celebrates numerous titles in touring car and GT racing.
- 2012-2015: BMW returns to the DTM and picks up seven of 12 titles up for grabs in four years.
- 2015: At the 24-hour race in Spa-Francorchamps, BMW Brand Ambassador Alessandro Zanardi shares the cockpit of a BMW Z4 GT3 with other drivers without physical limitations for the first time.

BMW in bobsleigh and luge.

- Since the 1980s, BMW has supported the Bob-und Schlittenverband für Deutschland (German Bobsleigh, Luge, and Skeleton Federation) (BSD), which guarantees medals in bobsleigh and luge in the World Cup, World Championships and Olympic Games.
- Since 2010, BMW is the Premium Partner and Technology Partner of the BSD, whose bobs and sleds are optimised in terms of aerodynamics in the wind tunnel at the BMW Group research and innovation centre (FIZ).
- During this partnership, there have been numerous international successes, including all four luge gold medals at the 2014 Olympic Games in Sochi (Felix Loch - single-seater men, Natalie Geisenberger - single-seater women, Tobias Wendl/Tobias Arlt - two-seater, Loch/Geisenberger/Wendl/Arlt - team relay).
- The USA Bobsled & Skeleton Federation also relies on BMW's technological competence. BMW developed a new two-man bob for the 2014 Olympic Games in Sochi – with success: Steven Holcomb and Steven Langton won the first Olympic medal for the USA in this discipline in 62 years.

BMW Yachtsport

BMW in the America's Cup.

31st America's Cup (2002/03).

- BMW is the partner of Challenger Oracle BMW Racing.
- BMW developed the head-up display, which projects important data into the sunglasses of the sailors in real time.

32nd America's Cup (2007).

- BMW is the Technology Partner of "Challengers of Record" BMW ORACLE Racing.
- BMW experts in structural analysis and lightweight construction are assigned to the design team that made the hulls of the BMW ORACLE Racing yachts the lightest among the participants.
- BMW engineers optimise the entire structure of the yacht using finite element analysis in computer simulations.
- The keel fin is manufactured in the BMW plant in Eisenach.
- With innovative ball bearings made of ceramic, a material with which BMW has a lot of experience from Formula 1, the grinders and winches become smoother, more robust, less maintenance-intensive and weigh less.

33rd America's Cup (2010).

- BMW ORACLE Racing wins the America's Cup with Technology Partner BMW.
- The victorious yacht is a revolutionary 90-foot trimaran with a wing sail. BMW experts in lightweight construction and structural analysis work on the innovative rigging.
- Crucial to the victory in the area of light wind off the coast of Valencia is the capability to lift the windward float out of the water as fast as possible. BMW EfficientDynamics technology makes it possible to construct the trimaran so it is extremely light, despite its size, yet solid enough that it does not break despite the enormous pressure from the wing rig.

BMW Yachtsport

35th America's Cup (2017).

- BMW has been the Official Technology Partner of Defender ORACLE TEAM USA since 2015.
- In the search for aerodynamic performance advantages of the "flying" catamarans, BMW brings valuable expertise, extensive experience and cutting-edge infrastructure from automobile manufacturing.
- Testing takes place in the BMW Group's research and innovation centre (FIZ), which has one of the largest and most advanced wind tunnels in the world.
- As in the 32nd and 33rd America's Cup, BMW lightweight construction expertise helps the designing and building the yachts.
- BMW Motorsport engineers develop an intuitive cockpit design, which makes it easier for Skipper Jimmy Spithill to control the various components (including rudder and foils).

BMW Yachtsport

Press Information
6th May 2016

BMW i technology enables zero-emission mobility in the America's Cup.

Solar carports for the BMW i3 fleet in Bermuda and New York.

Munich/New York. As Global Partner of the America's Cup organiser ACEA and Official Technology Partner of Defender ORACLE TEAM USA, BMW makes an important contribution to a pioneering change in the approach to mobility for Bermuda, venue of the 35th America's Cup. BMW is providing the America's Cup Event Authority and ORACLE TEAM USA with a fleet of fully-electric BMW i3 cars. The zero-emission car is perfectly suited to the island paradise for several reasons. The narrow streets mean that it is only permitted to drive cars up to a certain size and power-to-weight ratio in Bermuda. The island location also means that there is much scope for expanding the use of renewable energies. With the installation of two solar carports, BMW, in collaboration with local energy supplier BELCO, is making a contribution to a pioneering energy concept.

"Thanks to our partner BMW, it's not only in the development of our yacht that we benefit from the company's great technological expertise. The revolutionary BMW i3 cars are an excellent example of BMW's pioneering spirit, which is a superb fit with the America's Cup," said Grant Simmer, ORACLE TEAM USA General Manager. "We are delighted that we can travel sustainably and with zero emissions on land as well. The BMW i solar carports are another important step."

There is room for up to eight BMW i cars in one of the car ports designed especially for the America's Cup by BMW subsidiary "Designworks" and the cars are charged by solar modules attached to the roof of the car port. Sustainability also played the central role when designing the actual car ports, which are largely made from the bamboo material "Laminated Veneer Bamboo". As a fast-growing renewable material that takes in a lot of carbon dioxide, bamboo has an extremely positive environmental balance.

A carport will be brought into operation at the ORACLE TEAM USA team base in Bermuda in the coming weeks, with a further carport coming to the city centre of Hamilton. A BMW i carport will be in action for two cars at the "Louis Vuitton America's Cup World Series" event this weekend in New York.

BMW Yachtsport

Press Information
6th May 2016

„BMW provides a huge advantage“.
An interview with ORACLE TEAM USA Performance Director Ian Burns.

Munich/New York. On the technology side, you would struggle to find anyone who has been involved for so long and so intensively with the design of America's Cup yachts than Ian "Fresh" Burns. As Performance Director of ORACLE TEAM USA, he is responsible for making sure that the Defender's catamarans are capable of winning again in 2017. In an interview, the Australian discusses the challenges faced during development, the valuable contribution of Official Technology Partner BMW, and the never-ending fascination of the America's Cup.

What does it mean having BMW as a Technology Partner?
Ian Burns: "Working with BMW provides us access to leading edge technology in the automotive industry and people with deep experience in their fields. This allows us to leverage a massive resource into our project. AC campaigns are like startups – there is a high emphasis on time to market and developing, producing and repeating the cycle as many times as possible. This doesn't always involve deep technology from the world's best engineers and scientists. Having access to these resources is where BMW provides a huge advantage."

How are BMW engineers integrated into the design team?
Burns: "There are many areas of overlap between America's Cup design and automotive design. For each of these areas we have direct contact between BMW's leading engineers and designers and their counterparts at ORACLE TEAM USA. Together they identify technology transfer projects that will benefit our team and in some cases help BMW."

How important are aerodynamics in modern AC cats?
Burns: "Just like modern high performance cars, top speed of an America's Cup Class catamaran is limited by drag and how much power they generate. Not only is the aerodynamic drag of the whole America's Cup platform a large percentage of the total drag, the horsepower for the boat is all generated through aerodynamics. It's fair to say that the engine and the AC wing are direct analogues."

In which way can automotive expertise help defending the America's Cup?
Burns: "America's Cup Class yachts have many rule defined components. This makes the differences between the boats and crew performance the defining contributors for success. Having the advantage of access to the best technology can make a difference – it can add up to better performance across the board and hopefully a match winning advantage."

Could you give an outline of the catamaran? In how far is it a highly sophisticated example of modern engineering?
Burns: "The America's Cup Class foiling catamaran encapsulates the pinnacle of high technology sailing. The boats are the most efficient and the highest power to weight fleet racing yachts in the world today. They are capable of straight line speeds of up to 50 knots, yet able to perform radical manoeuvres, whilst flying above the water. Although America's Cup boats have only been foiling for 3-4 years, already the technology has evolved to provide accurate dynamic computer modelling and advanced composite structural components, running at their limit. At the same time, the crew is operating at their highest level, making split-second decisions while physically providing all the energy these powerful boats require to sail."

What are the technical details that give you an advantage in relation to your competitors?
Burns: "In the America's Cup you never know your competitor's technology level until after the Cup is over. You can only take the very best technology available to your team, refine it and package it to generate as much advantage available, then measure your success, improve and improve again. It's fair to say that the boat with the best aerodynamics, best hydrodynamics, and best sailing team will win. Our extensive use of aerodynamic modelling, using BMW's wind tunnel and other computer modelling techniques, our performance modelling and long hours training on the Great Sound of Bermuda, and our technical team's use of the latest composite analysis and construction techniques will give our team a great boat. To aid the sailing team, we try and deliver the most efficient systems to take their physical exertions and turn them into control motions that shape the wing and tune the hydro surfaces. Finally, providing instrumentation and information technologies that allow the crew to make better decisions and sail faster than their opposition are all areas where we work together with BMW to beat our opposition."

What set of skills does it take to win the America's Cup?
Burns: "Over the years the America's Cup winners have often been very different. However, they do have some traits in common. These traits include: Dogged determination to focus on the most important things and ignore the background noise. Incredible resiliency to bounce back from adversity, as seen in the last America's Cup when ORACLE TEAM USA overcame an 8-1 deficit to win 9-8. The ability to get the very best from every individual in the team – as the America's Cup is won by the hard work of many all performing better than their opposition in every area, but it is lost by one single error, mishap or miscalculation."

What – to you – makes up the appeal, the joy of competitive sailing?
Burns: "The America's Cup and yachting in general has captured the imagination of the most successful people in the world. Success in business, politics or other walks of life don't guarantee success in the America's Cup – the Cup has repeatedly proven itself to be the hardest trophy in the world to win. Pursuit of excellence in every area has been a fertile ground to produce heroes and destroy legends. This intense competition, along with the natural environment in which we sail, combine to make sailing a lifelong addiction for most who try it.

BMW Yachtsport

Press Information
9th July 2015

BMW becomes Global Partner of the 35th America's Cup.
Technology partnership with ORACLE TEAM USA.

Munich. BMW will be on board the 35th America's Cup as Global Partner of the America's Cup Event Authority (ACEA), the event organizer. This move takes the premium automobile manufacturer's involvement as a partner of global competitive sailing to a new level.

The America's Cup is the oldest trophy in international sport and is also seen as the most challenging competitive sailing event, combining the best athletes with the best technology. The duel between defending champions ORACLE TEAM USA and the leading challenger, to be held off Bermuda in 2017, will write the latest chapter in the 164-year history of this unique competition.

BMW will also support ORACLE TEAM USA as Technology Partner. The team's mission is to win the America's Cup for the third consecutive time.

Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW, said: "The America's Cup features many elements which are also part of BMW's DNA such as pioneering spirit and a readiness not to shy away from any challenge. A passion for innovation, engineering skill and teamwork are crucial for success and all of these things drive BMW too, which is why we are expanding our commitment to the pinnacle of sailing."

Russell Coutts, CEO of ACEA, said "Cutting-edge technology and precision engineering are central to both the America's Cup and BMW. Both organizations are innovation driven and we are changing the game in our respective fields. BMW is also one of the most iconic global brands, with tremendous vision and a groundbreaking attitude which can only enhance the America's Cup. BMW represents excellence in engineering, design and quality, and is the perfect complement to the America's Cup; we are extremely proud to welcome BMW as a Global Partner for the event."

BMW Yachtsport

As Technology Partner, BMW will provide its engineering competence to ORACLE TEAM USA in fields including aerodynamics. “BMW was an important technology partner for us when we won the America’s Cup in Valencia in 2010,” said Jimmy Spithill, the winning skipper of the last two editions of the competition.

“We know that their engineers are the best in the world and can contribute to making our boat go faster and giving us a winning edge.”

The partnership between the 35th America’s Cup, ORACLE TEAM USA and BMW contains many elements: BMW and ORACLE TEAM USA will come together as engineering and R&D leaders, sharing knowledge and technological innovations in various fields.

BMW will be fully integrated into the global marketing, branding, communications and race event for the 35th America’s Cup, from now on until the Finals in 2017. The iconic BMW logo will be visible on turning marks on the race course, on the boat, the wingsail, and the team gear of ORACLE TEAM USA, as well as on the stern plate of competitor yachts. Within the TV broadcast, BMW will provide the boats’ and athletes’ performance data through inserts which will create images that take the fans figuratively right into the action on board.

In the Louis Vuitton America’s Cup World Series race villages in 2015 and 2016, as well as in Bermuda in 2017, BMW will provide fleets of cars to transport hospitality guests, VIP’s and team members. These include a wide variety of current BMW’s product range such as the BMW 7 series, the revolutionary plug-in hybrid sports car BMW i8 and the all-electric BMW i3.

For BMW, this commitment to the America’s Cup is the manufacturer’s fourth involvement in the prestigious competition. BMW was the first premium automobile manufacturer to participate in the event with the ORACLE BMW Racing team at the 31st America’s Cup 2002/03 in Auckland (New Zealand). A further two campaigns followed with the BMW ORACLE Racing Team, which defeated the defending champions from Switzerland, Alinghi, to win the 33rd America’s Cup in Valencia in 2010.

BMW Yachtsport

Note to editors: You can find the latest press releases and copyright-free images for editorial purposes regarding BMW Yachtsport online at: https://www.press.bmwgroup.com/global

Press contact:
BMW Sport Communications
Nicole Stempinsky
Tel.: +49 (0)89 – 382 51 58 4
E-mail: Nicole.Stempinsky@bmw.de
Internet: www.bmw-yachtsport.com