



Artemis Racing Press Kit

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1. About Artemis Racing



"Artemis is an ancient Greek goddess. She carries a bow and is a hunter - a competitor - but also a protector of nature, both virtues I admire. This is why I named my first racing boat after her and eventually my team Artemis Racing."

Torbjörn Törnqvist, Team Principal

Artemis Racing is a professional sailing team founded in 2006 by successful businessman and sailor, Torbjörn Törnqvist.

In 2007, the Team won the MedCup circuit, then called Breitling Medcup, and the TP52 World Championship. In 2008, Artemis Racing entered the RC44 Championship, winning the fleet racing element in 2009 and the World title in 2011.

Artemis Racing also competed in the Louis Vuitton Trophy match racing regattas against the world's best professional sailing teams before announcing the Team's challenge for the America's Cup in November 2010, representing Kungliga Svenska Segel Sällskapet (KSSS – the Royal Swedish Yacht Club).

While preparing for its America's Cup challenge, the Team competed in the 2011 Extreme Sailing Series Championship, as well as in the D35 circuit in 2011 and 2012.

In July 2012, the Team established its base in Alameda, CA, USA, to prepare for the 2013 Louis Vuitton Cup, the America's Cup Challenger Series.

In the 2011-2012 America's Cup World Series, Artemis Racing won the Match Racing title in both the Naples & Venice Regattas which set the Team up to win the Overall Match Racing title at the end of the season. Following on from its success in the inaugural season, the Team went on to win the Match Racing titles in the first two regattas of the three-part 2012-2013 season.

On May 9, 2013 the Team tragically lost crew member, and British Olympic Champion, Andrew 'Bart' Simpson when its AC72 capsized during a training session on San Francisco Bay. The accident was a shock not only for the Team and the America's Cup family, but also for the entire international sailing community.

Following the event, the America's Cup Race Management introduced stricter safety rules.

In spite of these dramatic circumstances, the Team gathered around team leader Iain Percy and, after working countless hours, Big Blue, Artemis Racing's second AC72, was launched on July 24, 2013



and taken out for her first training session. With mixed emotions, the Team saw its incredible efforts come to fruition, Big Blue foiled on that day. It was “a massive tribute to all the guys who have been working so hard to get us back out there,” said helmsman Nathan Outteridge of that occasion.

The Team were foiling on day 1 and on August 5, 2013, after just seven days of training, they executed their first foiling gybe.

Proving extraordinary determination and resilience ("to race that was a win"), on August

6, 2013, Big Blue was on the start line at the Louis Vuitton Cup Semi-Final, facing Italian challenger Luna Rossa.

At the press conference following the conclusion of the LVC Semi-Final Team Principal Torbjörn Törnqvist stated that the 34th America's Cup was Artemis Racing's first challenge, but not the last.

On August 19, 2014 Artemis Racing announced its challenge for the 35th America's Cup.

2. The 35th America's Cup Challenge



Artemis Racing's challenge for the 35th America's Cup is a fresh start for the Team, which has already proven itself as highly competitive, tenacious, and resilient. The never-give-up attitude which saw Big Blue on the start line just days after her first sail has continued into Artemis Racing's Challenge for the 35th America's Cup, now with more determination than ever to take the America's Cup home to Sweden for the first time.

With utmost respect for the wealth of experience amongst senior members of the America's Cup community, the Team recognised that the game has changed, and a new generation of sailors are leading the way both on and off the water.

Winning the next America's Cup will require new ideas and a new way of thinking, something the Team is confident to have. The collective passion, ability and expertise of everyone on the Team, from designers to boat builders, engineers to sailors, means no detail will be overlooked when it comes to building the fastest yacht, for the best sailors.

Not content just to win the 35th America's Cup, our long term goal is to dominate the America's Cup arena for the next decade and inspire a new generation of sailors.

Torbjörn Törnqvist, Team Principal

3. Team Members

Artemis Racing has a multinational crew comprising some of the most successful and respected sailors and designers in the world, a selection of those Team members is presented below.

The Team members below have already amassed 61 America's Cup Campaigns, including 14 victories. Those Team members (including two designers) have competed in 21 Olympics Games, winning 11 medals, including 7 Gold medals.

3.1. Leadership



Torbjörn Törnqvist
Team Principal
SWE

A passionate sailor and successful businessman, the owner and founder of Artemis Racing, Torbjörn Törnqvist began one design racing in 2005 in the Swan 601 Class, before joining the highly competitive Transpac 52 Class in 2007 with the newly launched Artemis Racing. Sailing with Russell Coutts as tactician, the team won the MedCup and TP52 World Championships in 2007. At the helm of Artemis Racing, he won the RC44 World Championship in 2011. In 2010, Torbjörn felt that Artemis Racing was ready to undertake the ultimate challenge in the sailing world. His ambition is to win the America's Cup and bring the oldest trophy in international sport to Sweden, his home country, for the first time.



Iain Percy
Team Manager/ Tactician
GBR

Iain Percy OBE, a double Olympic and multiple world champion, is one of the most talented and successful sailors in the world. Iain has a remarkable Olympic pedigree, winning gold in the Finn class at the Sydney Olympics; before teaming up with lifelong friend Andrew 'Bart' Simpson to win gold at the 2008 Beijing Olympics and silver at the London 2012 Olympic Games. Iain had his first taste of America's Cup action in 2005 as helmsman for +39 Challenge, and was part of Great Britain's America's Cup challenge, Team Origin. He joined Artemis Racing at the end of 2012 as tactician, following the London Olympics. After showing inspirational leadership qualities during the difficult final few months of the 34th America's Cup campaign, he was appointed Team Manager in October 2013. Iain is now responsible for leading Artemis Racing's challenge for the 35th America's Cup.



Jacques Bonvin

Adviser to Team Principal and Legal Counsel
SUI

As adviser to Team Principal Torbjörn Törnqvist, and outside legal counsel to Artemis Racing, Jacques Bonvin looks into matters such as the team's legal structure, business strategy, key issues regarding the team and legal aspects, as well as major agreements. Jacques Bonvin is a partner with Tavernier Tschanz, a leading Swiss law firm. His practice covers a wide range of corporate law matters, mainly international transactions (M&A, corporate finance and private equity), corporate and shareholding structuring issues and complex commercial agreements.

3.2. Sailing



Iain Percy

Team Manager/ Tactician
GBR

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Nathan Outteridge

Helmsman
AUS

Born in New South Wales, Australia, Nathan started sailing at the age of five. In 2008 he won his first World Championship title in the 49er class; a success he repeated in 2009, 2011 and 2012. In 2010 he won the International Moth Class Euro Championship and the following year he clinched the International Moth Class World title. He went on to win the World title for a second time earlier in 2014. Nathan won a gold medal at the London Olympics in the 49er class alongside teammate Iain Jensen. Shortly after his Olympic success he joined Artemis Racing as helmsman for the 34th America's Cup, aged just 27.



Fredrik Lööf
Tactician
SWE

Fredrik Lööf is one of the most successful Swedish sailors of all time and a long-time friend and competitor of Team Manager Iain Percy. Lööf started sailing at the age of three and is a member of the Royal Swedish Yacht Club (KSSS). He participated in six Olympic campaigns, winning a gold medal at the London 2012 Olympics and a bronze medal at the 2008 Beijing Olympics in the Star class. He also won a bronze medal in the Finn class at the Sydney Olympics in 2000. Lööf's career highlights include three Finn World Championships, two Star World titles, as well as a placed finish in the 2001-2002 Volvo Ocean Race. This is his first America's Cup campaign.



Iain Jensen
Wing Trimmer
AUS

Iain 'Goobs' Jensen started sailing in his hometown of Wangi Wangi when he was five years old. At the age of 16, he represented Australia for the first time, winning the 420 Youth World Championships. In 2009 Jensen teamed up with Artemis Racing teammate Nathan Outteridge. The pair immediately stamped their mark on the sport, winning the 49er World Championships in Lake Garda, Italy. Two years later, the duo took their second world title in Perth, Australia, and in 2012 they won gold at the London Olympic Games. Iain joined Artemis Racing shortly after the Olympics as wing trimmer for the 34th America's Cup. At 26, this is his second America's Cup campaign.



Christian Kamp
Trimmer
DEN

Christian was part of Luna Rossa Challenge for the 32nd America's Cup in 2005 before joining British challenge, Team Origin, in 2007. For three years he campaigned with Iain Percy in the Louis Vuitton Pacific Series, TP52 and the World Match Racing Tour, winning the World title in 2010. In recognition of his achievements, he was awarded the title of Danish Sailor of the Year in 2010. Kamp's career highlights include three world championships, one European and three national titles; as well as more than 20 Grade 1 Level wins in match racing. More recently he sailed on board Team Aqua as trimmer in the RC44 circuit, winning the last three consecutive seasons.



Chris Brittle
Grinder
GBR

Known for his un-paralleled strength and endurance, Chris has raced in a number of classes and international circuits including the America's Cup, the Volvo Ocean Race and the Audi MedCup. As part of the British Sailing Team from 1999 to 2005, Brittle was Ben Ainslie's training partner through the 2004 Olympics, and coach to Iain Percy and Andrew Simpson during their successful Olympic campaign in 2008. His first America's Cup campaign was during AC32, when he joined +39 Challenge as grinder. After racing in the AudiMed Cup with the Portuguese TP52 Team, Chris joined Team Origin where he sailed once again with teammate Iain Percy. Brittle impressed onboard Team Korea's AC45 in the inaugural America's Cup World Series in 2011 before lending his wealth of experience to Artemis Racing in 2012. This is his second campaign with the team.



Max Salminen
Grinder
SWE

Max Salminen is one of the most promising talents in Swedish sailing. Aged just 23, he struck gold at the London 2012 Olympic Games alongside Fredrik Lööf in the Star class. He started sailing at the age of seven in the Optimist class, before stepping up to the Laser, Finn, and then the Star Class. Max joins Artemis Racing in his first America's Cup campaign.



Rod Davis
Sailing Coach
USA

Rod Davis has a vast amount of experience in the America's Cup, competing for the first time in Fremantle in 1987, and having taken part in almost every edition since then. His roles have been varied, from bowman to mainsail trimmer, skipper, and more recently coach of Emirates Team New Zealand. This will be his 9th campaign. Davis has had an extraordinarily varied career in yachting: he won a gold medal in the Soling class at the Los Angeles Olympic Games in 1984, and Olympic silver in the Star class in Barcelona 1992. Davis' track record also includes winning the Admiral's Cup and the Sardinia Cup several times. Formerly ranked World No 1 in match racing, he clinched seven World Champion titles. In 2004 Rod was head coach for the Danish Olympic sailing team and in 2005 was appointed Yachting New Zealand's Olympic Director.

3.3. Design



Adam May
Design Coordinator
GBR

Adam competed for Great Britain at the Sydney 2000 Olympics in the Tornado class, before turning to coaching with Skandia Team GBR. He worked with the 2.4 Paralympic class, a number of the Olympic squad teams, and closely with Iain Percy and Andrew Simpson during their successful 2008 and 2012 Olympic Star campaigns. Adam was part of the 32nd America's Cup Victory Challenge team, and then a technical coach for Team Origin before joining Artemis Racing for the 34th America's Cup. With a Masters degree in Aeronautical and Astronautical Engineering, Adam has also worked for Airbus UK in their wind tunnel and design office. He has always taken a keen interest in cutting edge high performance boats, being one of the first to hydrofoil a Moth. This experience has become invaluable in this new America's Cup area of foiling wing sailed catamarans.



Loïck Peyron
Designer
FRA

Loïck is one of the most experienced and successful multihull sailors in history, having crossed the Atlantic 48 times including eighteen single-handedly. He has an outstanding record of achievement: five ORMA champion titles, sixteen Grand Prix victories, three Single-handed Transatlantic Race victories and two victories in the Transat Jacques Vabre, in 1999 and in 2005. In 2011 he won the Barcelona World Race in a monohull, and went on to win the Trophée SNSM and then set the Round Britain and Ireland record aboard the Banque Populaire V maxi-trimaran. On the 6th January 2012, he won the Jules Verne Trophy setting the record for the fastest circumnavigation of the world in just 45 days with Banque Populaire V. Loïck was co-skipper of Swiss challenge, Alinghi, for the 33rd America's Cup, before joining Artemis Racing for the 34th America's Cup. The 35th America's Cup will be his third campaign.



Michel Kermarec

Hydrodynamic Design and Performance Prediction Specialist
FRA

Michel Kermarec joins Artemis Racing for the 35th America's Cup after he served as Lead Designer for ORACLE TEAM USA during their 33rd (2010) and 34th (2013) America's Cup victories. Established as one of the leading names in the performance prediction of racing yachts, Michel earned a PhD in hydrodynamics and led early research in France working on unsteady flows around helicopter blades. Michel is also a very talented sailor, and represented France in the Soling class at the 1988 Olympics in Seoul.



Vincent Lauriot-Prévoist

Naval Architect
FRA

Vincent Lauriot-Prévoist is a naval architect and co-founder of VPLP Design based in France. During his career Lauriot-Prévoist has contributed to some of the most advanced racing prototype projects, including the design of the last six winners of La Route du Rhum, the record holders of the transatlantic (New York – Lizard) and round the world (Jules Verne Trophy) races, as well as BMW ORACLE Racing's trimaran USA 17, winner of the 33rd America's Cup. Along with team member Simon Watin, he was part of the 34th America's Cup Race Management design and research team, established to create an initial design package for the high-tech wing-sailed AC72 catamarans.



Hervé Devaux

Structural Engineer
FRA

Hervé Devaux, has an incredible America's Cup pedigree. He is the founder of Brest-based HDS, a long-established company specialised in design, calculation and structural engineering for sailing boats. HDS has collaborated with America's Cup teams since 1987. A top level structural engineer, Hervé was involved in the America's Cup Race Management design and research team, established to create an initial AC72 design package at the beginning of the 34th America's Cup. This is Hervé's second campaign with the team.



Thiha Win

Composite and Systems Design Engineer
GBR

Thiha “Winnie” Win is a Mechanical Design Engineer, with considerable experience in Composite Structures. He has been involved in numerous advanced engineering projects, having worked as a designer for leading engineering companies in motorsport, aerospace, power generation and medical instrumentation. After a very successful period as the Composite Design Engineer for Audi Racing Team, he turned his attention to America’s Cup yacht design and joined Luna Rossa Challenge for the 32nd America’s Cup. Winnie was a Senior Design Engineer for BMW Oracle Racing during their victorious challenge for the 33rd America’s Cup, and took up the same role for Emirates Team New Zealand in the 34th America’s Cup.



Nicolas Rousselon

Computational Flow Dynamics (CFD) Specialist - Aerodynamics
& Hydrodynamics
FRA

A specialist in numerical modelling, Nicolas graduated from Southampton Institute in 2004 with a BEng in Yacht and Powercraft Design, before specializing in Computational Fluid Dynamics with an MSc at Southampton University. In 2007, he integrated the Cape Horn Engineering (then CFD branch of Juan Yacht Design) to start the aero side of the company. His skills were further developed during two Volvo Ocean Race wins with Ericsson 4 and then Groupama.



Simon Watin

Performance Prediction Specialist
FRA

Simon, a specialist in performance prediction, graduated as a fluid mechanics engineer from the French École Polytechnique in 2007 before specializing in naval architecture with an Msc at the ENSTA the following year. After a Trans-Atlantic crossing in a 28 footer, he joined Doyle Sails in Auckland as a sail designer. In 2011 he joined VPLP Yacht Design in France where he developed in-house performance prediction and Computational Fluid Dynamics capabilities. Within that team he was notably involved in the 34th America’s Cup shared design package, maxi racing trimaran projects (Prince de Bretagne 80 , Sodebo 4 and Macif 100), as well as Open 60 projects (Safran 2 and Banque Populaire) for the 2016 Vendée Globe Race.



Matt Davis
Electronics Engineer
GBR

Matthew Davis studied electrical and instrumentation engineering in Southampton. He has sailed as navigator, engineer and crew member in multiple maxi yacht races including the Rolex Transatlantic Yacht Race and Maxi Worlds. In 2009 he received the Navigator's Award for 1st in class for LA to Hawaii Transpac Race. Matthew was Team Telefónica's instrument engineer for both the 2008 and 2011 Volvo Ocean Races. The 35th America's Cup will be his third campaign following the 32nd with Victory Challenge and the 34th with Artemis Racing.



Juan Garay
Sail Designer
ARG

Juan Garay has over 20 years of experience in sail design with North Sails South America, and has been involved in a variety of classes and circuits since 1990. Juan started designing sails for the British Sailing Team in 2006 and worked with Iain Percy, Andrew Simpson and Ben Ainslie on multiple Olympic campaigns including Beijing 2008 and London 2012. He was the sail designer for Team Origin and +39 Challenge, and the 35th America's Cup will be his second campaign with Artemis Racing, leading the development of the aero programme.

3.4 Shore



Chay McIntosh
Shore Team Manager
NZL

Chay's career started at Marten Marine building the New Zealand Challenge yachts for the 1992 America's Cup. He went on to join the Shore Team for Team New Zealand's successful challenge of the America's Cup in San Diego and stayed with them for their defence in 2000. From there he joined the newly formed Oracle Racing team, working as a boat builder for 5 years, before going on to win the 2008-09 Volvo Ocean Race as Boat Captain & Shore Team Manager for Ericsson Racing. Chay was the Shore Team Manager for Artemis Racing's challenge for the 34th America's Cup and will continue in this role for the next Challenge.



Mark Allanson
Build Manager
AUS

As Build Manager, Mark brings to the team 20+ years of experience in the Marine and Composite industry. Prior to joining Artemis Racing for the 34th America's Cup, Mark was the Construction Manager for Alinghi during their successful defence of the 32nd America's Cup in 2007 and the following Campaign in 2010. Mark was also the construction manager for the Puma Ocean Race Volvo 70, in the 2011-2012 edition of the Volvo Ocean Race.



Richard Kent
Electronics Manager
GBR

Kent is no stranger to the America's Cup having competed in the last four editions, winning the 33rd edition with BMW ORACLE Racing in 2010 and successfully defending in San Francisco last summer. Richard also ran the electronics departments for winning Volvo Ocean Race teams ABN AMRO (2006/2007) and Ericsson Racing (2008/2009). He joins Artemis Racing as Electronics Manager.



Tony Settlemeyer
Hydraulics Engineer
USA

An expert in hydraulics and marine engineering, Tony started his career as technician at PWS Motion Control, a leading hydraulic power unit systems supplier, where for over 12 years he specialised in hydro-electric projects for the marine industry. He moved on to the sailing world in 2002 with the Swiss syndicate Alinghi, winning the 31st and the 32nd editions of the America's Cup. Having joined Artemis Racing in 2011, this will be his fifth America's Cup campaign.



Edoardo Donati
Rigging Manager
ITA

Passionate about the marine industry, Edoardo studied at the Nautical Technical Institute at Porto Santo Stefano, Italy, and then acquired extensive experience working for local leading companies in the sector. His first America's Cup campaign goes back to 1997, when he joined Luna Rossa Challenge as rigger, winning the Louis Vuitton Cup in 2000. He was part of BMW ORACLE Racing's successful 33rd America's Cup win in 2010. He joined Artemis Racing in 2011 and this is his second campaign with the team.



Andrew Ham
Sailmaker
NZL

Born in Dunedin, New Zealand, Andrew brings over 17 years of experience in sail making. Ham started working in 1997 at North Sail New Zealand as junior sailmaker and over the years was involved in high profile projects including teams racing in the America's Cup, the Volvo Ocean Race, TP52, Open 60, RC44 and several super yachts. In 2008 he moved on to the shore crew of the TP52 team Mean Machine, and then joined Ericsson Racing Team as senior sailmaker for the 2008/2009 Volvo Ocean race. After serving in the Team Origin shore crew for a year, he moved to New Zealand employed by world class sail manufacturer Evolution Sails. This is Andrew's second America's Cup campaign with Artemis Racing.

4. The Base

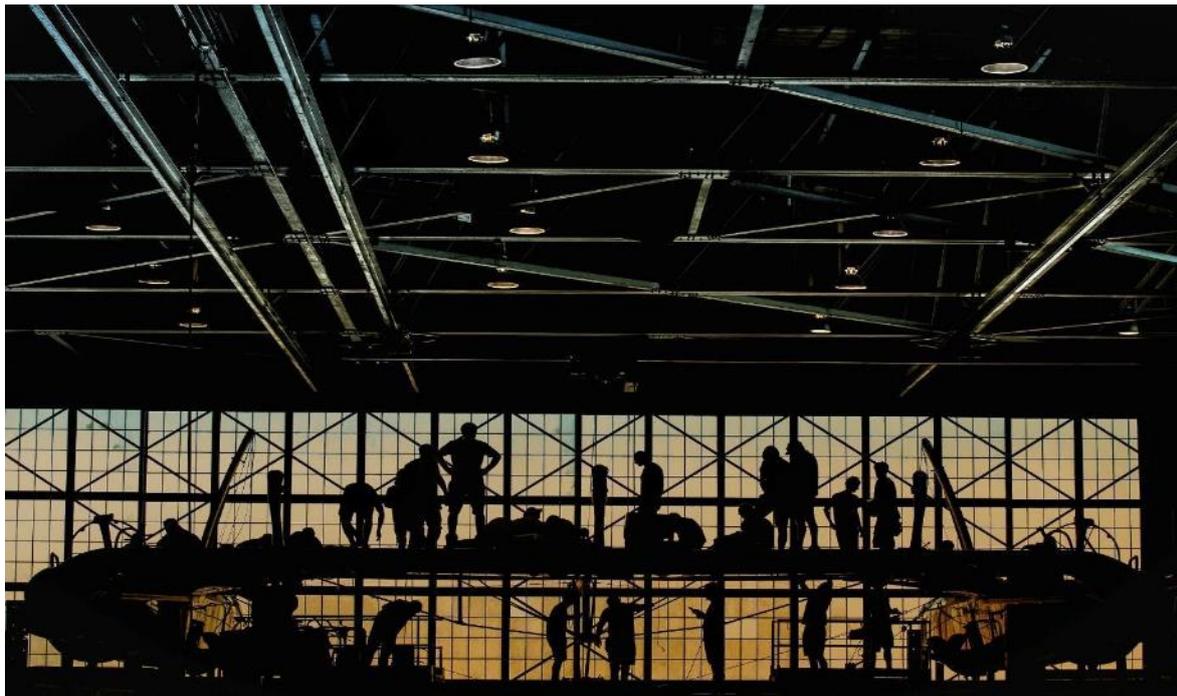
In preparation for the 34th America's Cup, Artemis Racing established its base in a former aircraft hangar in Alameda, CA, USA.

The hangar, which is part of an old Naval Air Station, is adjacent to Seaplane Lagoon, allowing the Team not only convenient waterfront and dock access, but plenty of space to assemble, maintain and house the America's Cup yachts.

The sailing conditions and close proximity to San Francisco Bay make Alameda an ideal location for the Team to continue to base itself in preparation of the next America's Cup.

Artemis Racing is currently working towards using more sustainable practices for its activities at the base, and is investigating the possibility of adding solar and other green improvements to its facilities..

During the last few years Artemis Racing has built strong relationships with the Alameda community and we continue to be grateful for its support.



5. The Boats

AC62

The AC62 foiling wing-sailed catamarans will be used to race in the America's Cup Qualifiers, Play-Offs and 35th America's Cup Match. These are a development of the AC72 catamarans used in the 34th America's Cup.

AC62 Principal Dimensions

| | |
|----------------------|---------------------|
| Hull length | 19 m/ 62 ft |
| Maximum beam | 11.75 m/ 38.5 ft |
| Wing height | 32.0 m/105 ft |
| Maximum draft | 3.0 m /10 ft |
| Displacement | 4,300 kgs/ 7,496 lb |
| Wing area | 175 sqm/ 1,884 sqft |
| Jib area | 60 sqm/ 646 sqft |
| Crew | 8 |



AC45

The one-design AC45 wing-sailed catamarans will be used by America's Cup teams during America's Cup World Series racing in 2015 and 2016, a multi-event series which will travel to various countries in the world.

AC45 Principal Dimensions

| | |
|----------------------|--------------------------------|
| Hull length | 13.45 m/ 45 ft |
| Maximum beam | 6.9 m/ 22.6 ft |
| Wing height | 21.5 m/ 70.5 ft |
| Maximum draft | 2.7 m/ 8.8 ft |
| Displacement | 1,290-1,320 kg/ 2,840-2,910 lb |
| Wing area | 83.5 sqm/ 900 sqft |
| Jib area | 30 sqm/ 323 sqft |
| Crew | 5 |



6. Kungliga Svenska Segel Sällskapet - Royal Swedish Yacht Club



“The America’s Cup is the pinnacle of international sailing. KSSS is proud to be a challenger once again through Torbjörn Törnqvist’s Artemis Racing Team. We are also very excited by the prospect of involving Swedish sailors in various ways in the project. We want to extend our gratitude to Torbjörn Törnqvist for making this possible.”

Staffan Salén, KSSS Commodore

The Royal Swedish Yacht Club, or Kungliga Svenska Segel Sällskapet (KSSS) in Swedish, was founded in 1830 in Stockholm and is the fifth oldest yacht club in the world. The club currently has more than 5,000 members around the country and operates from its base in Saltsjöbaden, East of the capital, and in Sandhamn in the outskirts of the Stockholm archipelago.



Initially named Swedish Sailing Club (Svenska Segel Sällskapet), it was established in Skeppsholmen, the island in the heart of Stockholm, by some of the city’s wealthiest people, who under a common flag, wanted to arrange yacht racing within Stockholm and its surroundings. The Club acquired its current name upon receiving royal status in 1878.

KSSS grew rapidly between the end of the 19th century and the beginning of the 20th, when sailing boats were becoming more manageable in terms of both size and costs.

During the 1920s and 1930s the Club won international recognition through the great endeavours of yachtsmen such as Olympic Medallist Sven Salén,

KSSS has continuously played a key role in Sweden’s maritime heritage as well as promoting and developing the sport of sailing in the country.



Notable club members through the years include Tore Holm, Lasse Thörn, Jacob Wallenberg, Bröderna Sundelin, Mange Olsson, Gustaf Plyhm, Peter Norlin Björn Hansen, Jesper Stålheim, Roger Nilson, Niklas Zennström and Olympic Champion and Artemis Racing team member Fredrik Lööf. The Club has won a total of 12 Olympic medals.

KSSS won two editions of the Volvo Ocean Race: in 1997 (then called Whitbread Round the World Race) supporting the Swedish EF Language Team, and in 2009 with Ericsson 4.

KSSS organises the yearly ÅF Offshore Race (formerly known as the Round Gotland Race). The two-day regatta is the most prestigious race in the Baltic Sea and is considered the great Swedish test of courage for all sailors.

In 2010, KSSS entered its challenge for the 34th America's Cup with Artemis Racing to contest for the oldest trophy in international sport.

KSSS is proud to present a challenge for the 35th America's Cup with Artemis Racing for the second time.

7. The America's Cup

First contested in 1851, the America's Cup is the oldest trophy in international sport, pre-dating the modern Olympics by 45 years, and is yachting's most coveted prize.

The trophy dates back to the Great Exhibition of 1851, organised at Crystal Palace in London by Prince Albert to showcase British technology and excellence to the world. A syndicate of businessmen from New York sailed the schooner America across the Atlantic Ocean to represent the United States at the world's fair. The schooner won a race around the Isle of Wight and, with it, a trophy called the £100 Cup (it was subsequently inscribed, incorrectly, as the 100 Guineas Cup.)

As *America* passed the Royal Yacht in first position, Queen Victoria asked one of her attendants to tell her who was in second place. "Your Majesty, there is no second," was the reply. That phrase, 'There is no second', is still the best description of the America's Cup, and how it represents the singular pursuit of excellence.

After winning the trophy, the United States embarked on what would become the longest winning streak in the history of sport, a 132-year stretch of domination that saw boats representing the country successfully defend the trophy 24 times from 1870 through 1980- until 1983, when *Australia II* became the first successful challenger.

Throughout its history, the America's Cup has attracted successful business and industry tycoons including Sir Thomas Lipton, Alan Bond, Sir T.O.M. Sopwith, the Aga Khan, Ted Turner and Harold S. Vanderbilt.

The America's Cup has always been a race driven by technology and is the most difficult trophy in sport to win. In more than 160 years since that first race off England only four countries – the United States, Australia, New Zealand and Switzerland – have experienced the euphoria of winning the Trophy and only eight cities have hosted the competition.

The 34th edition of the America's Cup, held in San Francisco in 2013 marked a transformation for the oldest trophy in international sport with the introduction of new wing-sail foiling catamarans. The Trophy was successfully defended by Oracle Team USA who completed one of the most spectacular comebacks in sports' history: down 1-8, the American team beat Emirates Team New Zealand 9-8 on September 25, 2013.

Oracle Team USA in collaboration with the Hamilton Island Yacht Club have released the Protocol of the 35th America's Cup in May 2014. The venue of the 35th America's Cup is expected to be announced by the end of this year.

8. Partners



Pelle P clothing is aimed at the professional sailing market, for those who want a sleek and stylish design without compromising functionality and quality. Their technical sailing clothing is produced in collaboration with Artemis Racing. The company has its origin from the sailing legend Pelle Petterson who also has a unique skill as a successful designer and world-renowned competition yachtsman. The head office is located in Billdal outside Gothenburg with market

presence in Sweden, Norway, Denmark, Finland and Germany. For more information please visit: www.pellepetterson.com

COSWORTH

Cosworth Group supplies electronics, powertrain and engineering services to high performance vehicle manufacturers, teams and performance enthusiasts around the world. Cosworth continues as an Artemis Racing technical supplier. For more information please visit: www.cosworth.com

9. Corporate Social Responsibility

Artemis Racing aspires not only to be the most sustainable and responsible team in the America's Cup, but also to be an example to the sailing, and the wider sporting community, on how to use resources intelligently and efficiently and to act in a responsible manner.

9.1 Sustainability

Reuse, Recycle & Educate



As the first professional sailing team to become a member of the Green Sports Alliance, Artemis Racing has joined over 110 other professional sports teams, in committing to improving their environmental performance by working with the GSA to implement better practices and 'greening' initiatives. (greensportsalliance.org)

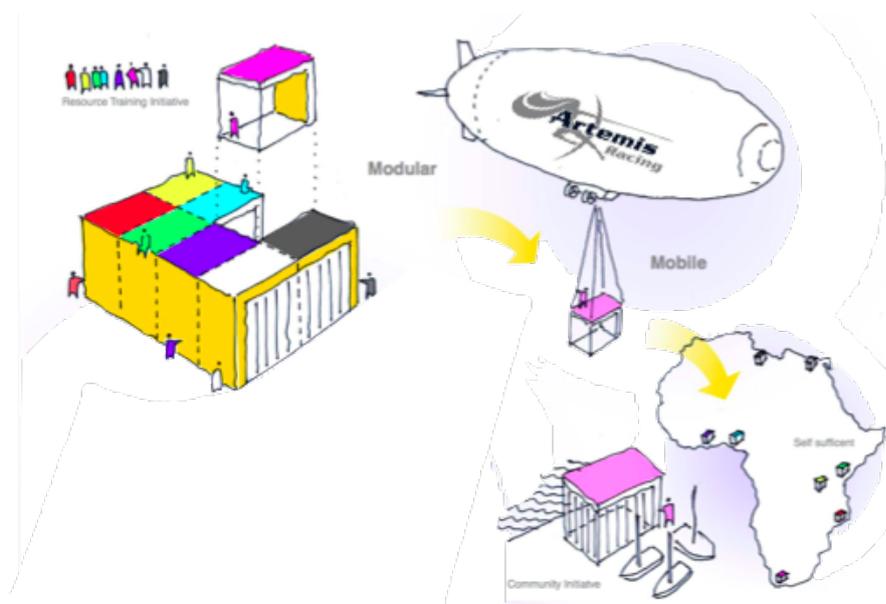
The Alameda Base

Recycling our waste is not enough. Among other sustainable practices currently being introduced, the Team is actively reviewing the feasibility of installing solar panels and a wind turbine. The Team has also voluntarily taken part in the Bay Area Water Supply & Conservation Agency initiative to reduce water usage by 10% in response to current drought conditions in California.



AC35 Base

If permitted by the America's Cup rules, Artemis Racing plans for its base at the venue of the 35th America's Cup to be a modular construction specifically designed to allow it to be re-purposed once the America's Cup is finished and re-built as smaller 'bases' to form sailing centres. Powered partially by 'Green Energy', the design will focus on re-using and up-cycling parts taken from Artemis' AC72 'Big Blue'.



9.2 Education

Internship Programme

Starting in 2015, an Internship programme run out of the Alameda Team Base, will give top Swedish students a chance to spend up to 12 weeks working in the department in their desired field (Sailing Team, Design & Engineering Team, Shore & Build Team or Marketing & Communications).

This programme offers passionate team players the opportunity to become directly involved in the key areas that make up a successful America's Cup Team. By tailoring the programme to each trainee's specific career aspirations, Artemis Racing will strive to make the trainee experience an enjoyable yet educational experience.

Interns will need to be between the ages of 18 and 24 and either be currently enrolled in a degree or professional certificate programme in a college, university, or other post-secondary academic institution or have graduated from these institutions within 12 months of the internship start date.

For more details on the intern programme please email interns@artemisracing.com



9.3 Charity

Andrew Simpson Sailing Foundation

Artemis Racing supports the Andrew Simpson Sailing Foundation, the charity set up in 2013 to honour the life and legacy of Andrew 'Bart' Simpson MBE, Olympic Gold & Silver medallist and America's Cup sailor by using sailing to transform the lives of young people.

Andrew was an elite sailor of exceptional talent and a man who understood the value that sailing could bring to the personal development and achievement of young people.

Founded by Sir Ben Ainslie, Iain Percy OBE and Andrew's wife Leah, the Andrew Simpson Sailing Foundation works to honour Andrew's life and legacy by encouraging young people into sailing and to enjoy the water as much as he did.

For more information visit: andrewsimpsonfoundation.co.uk.

As part of supporting the Andrew Simpson Sailing Foundation, Artemis Racing will take part in Bart's Bash, a global sailing race and fund raising event taking place on September 21, 2014 organised by the Foundation.



10. Contacts

For all sponsorship and commercial enquires please contact:
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For all media enquiries please contact:
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