



ARTEMIS RACING LAUNCHES ITS CHALLENGE FOR THE 35TH AMERICA'S CUP

Stockholm, August 19, 2014 – Today, Artemis Racing officially launched its challenge to win the 35th America's Cup at an inspirational event in Sweden's capital. Guests were treated to a rare chance of seeing the America's Cup trophy first hand at the Moderna Museet, on Skeppsholmen Island at the heart of Stockholm's proud maritime history.

Torbjörn Törnqvist, Team Principal of Artemis Racing said: "Sailing is my passion, and I'm very proud to once again represent Sweden in the America's Cup. Given our experience from the 34th America's Cup, what the team went through and achieved, we have an incredibly strong culture, a belonging to the team. Building on our core group from the last campaign, we have been able to secure talent across all areas, and I strongly believe that Artemis Racing is a team capable of winning the 35th America's Cup".

Artemis Racing will again challenge alongside Kungliga Svenska Segel Sällskapet (KSSS), the Royal Swedish Yacht Club, for what will be their second campaign together in the pursuit of winning the oldest competition in sport.

"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" commented Staffan Salén, KSSS Commodore.

New team members were announced, including Swedish Olympic champions, Fredrik Lööf and Max Salminen, as well as America's Cup veteran Rod Davis.

Lööf is one of the most successful Swedish sailors of all times and a long-time friend and competitor of Team Manager Iain Percy. With a wealth of experience, he has participated in an incredible six Olympic campaigns, winning a gold medal at the London 2012 Olympics and bronze medals at the 2008 Beijing Olympics in the Star class, and at the Sydney 2000 Olympics in the Finn class. Lööf's career highlights also include three Finn World Championships, two Star World titles and a third place finish in the 2001-2002 Volvo Ocean Race.



On joining the team Fredrik said “I’ve been fascinated by the way sailing has been evolving over the last few years, with these new foiling boats and incredible TV production. I was really inspired by Artemis’ last campaign and having a Swedish boat on the start line again, and being part of it this time, is very exciting. Winning the America’s Cup and bringing it to Sweden for the first time would be something very special”.

One of the most promising talents in Swedish sailing, Max Salminen, still just 24, struck gold at the London 2012 Olympic Games alongside Fredrik Lööf in the Star class.

Artemis Racing also welcomed Sailing Coach Rod Davis. In his extraordinary America’s Cup career –now his 9th campaign – Davis brings an unparalleled wealth of experience to the team, having covered a variety of roles from bowman to mainsail trimmer, skipper, and more recently coach of Emirates Team New Zealand. Rod 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. His track record also includes winning the Admiral's Cup and the Sardinia Cup several times, as well as seven World Champion titles.

The Team has already amassed an incredible 61 America’s Cup Campaigns between its members, including 14 victories. Team members (including two designers) have competed in 21 Olympic Games, winning 11 medals, including seven Gold medals.

“Where some teams may have one Olympic gold medallist, we have six of them, however the focus is very much on the team, and there is no individual bigger than the group. We are not only in this competition to win the 35th America’s Cup, but to dominate the America’s Cup arena for the next decade.” Said Team Manager and Tactician Iain Percy. “I’m also passionate that Artemis Racing is more than simply winning, it’s about producing a legacy and winning in a certain way”.

Harnessing fresh talent and inspiring younger team members is at the core of Artemis Racing’s new challenge, and the Team launched an internship programme which will give top Swedish students a chance to become directly involved in the key



areas that make up a successful America's Cup Team, spending up to 12 weeks working in the team base in Alameda, CA, USA, across different departments.

Artemis Racing also aspires to be the most sustainable and responsible team in the America's Cup, announcing a number of initiatives including plans to 'up-cycle' or, 're-purpose', their future base at the 35th America's Cup venue.

The Team also announced partnerships with Pelle P, as the official clothing supplier and Cosworth Group, as technical supplier.

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Artemis Racing

Artemis Racing is a professional sailing team that competes notably in the RC44 Championship Tour. Founded in 2006 by Torbjörn Törnqvist and named after the Greek goddess Artemis, the team has won numerous competitions worldwide, including the MedCup and TP52 World Championships and the RC44 World Championship. Artemis Racing was the Challenger of Record for the 34th America's Cup and returns as Challenger for the 35th America's Cup, representing Kungliga Svenska Segel Sällskapet (KSSS – the Royal Swedish Yacht Club), the fifth-oldest yacht club in the world. More information can be found at www.ArtemisRacing.com

Follow Artemis Racing

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