



2009 ROLEX FARR 40 WORLD CHAMPIONSHIP

The Event

What do you get when a group of highly competitive amateurs and professionals come together to race identical yachts over fast-paced, technically demanding, short courses? The Rolex Farr 40 World Championship, where the worlds of business and sailing collide. The event attracts the keenest commercial minds and the most accomplished yachtsmen to stand behind the wheel of a 40-foot racing yacht. In a role reversal that has the makings of a reality television programme, it is the amateur owner of the boat who is obliged to hold the wheel and steer. And, for once, these corporate titans have to listen to the more-experienced, professional tactician whose job it is to advise, encourage and cajole. Just like the stock market, racecourse losses and gains are visible and immediate. Success and failure are easily measured by whether one returns home clutching the silverware or empty-handed. And it's much more exciting than your average boardroom meeting.

2009 marks the 12th Rolex Farr® 40 World Championship and a return to Porto Cervo, Sardinia, Italy, where the Class has previously held its world championship in 2003. Since 1998, when the class received ISAF recognized class status at the inaugural Worlds in Miami Beach, the championship has travelled to the UK, the Bahamas, Italy, Australia, the USA, and Denmark. Rolex became title sponsor of the Farr 40 World Championship in 2001.

The Farr 40 is a one-design class, meaning all boats are identical, putting the emphasis firmly on crew work. Racing at the Rolex Farr 40 Worlds is always over the same race-track configuration, short windward-leeward courses, with races normally running a little over an hour, and usually just seconds and boat lengths separating the fleet. As many races as practicable on each scheduled day of racing will be conducted, with up to a maximum of ten races during the series, and the completion of four races is deemed sufficient to determine the championship.

A unique aspect of the Farr 40 Class is its owner/driver rule, which stipulates that only the owner may steer the boat and, furthermore, that he must be an amateur. Up to four crewmembers on board may be professional, so the majority of crew are Corinthian. The winning team is the one that gels together the best and performs the most consistently over the event.

From 24 – 27 June, top sailors from Australia, Denmark, France, Germany, Greece, Switzerland, Ukraine, the United Kingdom and the United States, will join the Italian fleet to do battle for the coveted World Championship title and the World Cup, along with a specially engraved Rolex timepiece.

Additional awards include the Corinthian Trophy to the top placed yacht with a maximum of two professional sailors on board and a limit of three new sails per calendar year.

Internationally renowned Principal Race Officer Peter "Luigi" Reggio will direct the on-water race management with the Yacht Club Costa Smeralda (YCCS). The YCCS is the Organizing Authority in conjunction with the Farr® 40 Class Association and the Regatta Headquarters will be at the magnificent YCCS Clubhouse on the Piazza Azzurra in Porto Cervo. Racing will take place on the waters in and around La Maddalena archipelago.



THE EVENT'S HISTORY

2008

Storm Trysail Club, Miami Beach, Florida

33 entries. Winner: *Mascalzone Latino* – Vincenzo Onorato – ITA*

2007

Royal Danish Yacht Club, Copenhagen, Denmark

36 entries. Winner: *Mascalzone Latino* – Vincenzo Onorato – ITA*

2006

New York Yacht Club, Newport, USA

40 entries. Winner: *Mascalzone Latino* – Vincenzo Onorato – ITA*

2005

Cruising Yacht Club of Australia, Sydney, Australia

28 entries. Winner: *Evolution* – Richard Perini – AUS

2004

St. Francis Yacht Club, San Francisco, California

31 entries. Winner: *Barking Mad* – Jim Richardson – USA*

2003

Yacht Club Costa Smeralda, Porto Cervo, Sardinia, Italy

37 entries. Winner: *Nerone* – Antonio Sodo Migliori/Massimo Mezzaroma – ITA*

2002

Storm Trysail Club, Atlantis Resort, Paradise Island, Bahamas

25 entries. Winner: *Le Renard* – Steve Phillips – USA

2001

Royal Yacht Squadron, Cowes, Isle of Wight, UK

22 entries. Winner: *Alinghi* – Ernesto Bertarelli – SUI

2000

Storm Trysail Club, Newport Harbor Hotel and Marina, Newport, Rhode Island

26 entries. Winner: *Southern Star* – John Calvert-Jones – AUS

1999

St. Francis Yacht Club, San Francisco, California

19 entries. Winner: *Samba Pa Ti* – John Kilroy – USA

1998

Storm Trysail Club, Miami Beach Marina, Miami Beach, Florida

19 entries. Winner: *Barking Mad* – Jim Richardson – USA*

*indicates competing at 2009 Rolex Farr 40 World Championship

Future Rolex Farr 40 World Championships are planned for Dominican Republic, Caribbean, 2010; Sydney, AUS, 2011.



PROVISIONAL PROGRAMME

Tuesday, 23 June

09.00 – 18.00 Crew weigh-in / Registration / Measurement

18.30 Briefing - YCCS Club House

19.30 Welcome Cocktail

Wednesday, 24 June

12.00 Race(s) Start

After race refreshments Piazza Azzurra

Thursday, 25 June

12.00 Race(s) Start

After race refreshments Piazza Azzurra

Friday, 26 June

12.00 Race(s) Start

After race refreshments Piazza Azzurra

Saturday, 27 June

12.00 Race(s) Start

18.30 Final Prizegiving Piazza Azzurra

19.30 Rolex Cocktail Party YCCS Club House



ABOUT THE FARR 40 CLASS

The Farr 40 is a high performance one-design racing yacht created for amateur helmsmen racing at top-level international and regional regattas, under strict one-design class rules. The Farr 40 Class Rules are intended to ensure that each yacht is as identical as possible in all respects, such that the power and skill of the sailing team is the primary reason for success. This one design class, first launched in 1997, is a modern boat equipped with all the hardware for state-of-the-art racing and, whilst the rules are regularly reviewed, changes are kept to a minimum to avoid the pressure of constant development and the worry of obsolescence. With over 160 boats built to date, the class has successfully filled an all-too important gap in the market, where the owners are the people in full control.

Rolex has been associated with the Class since it first supported the Rolex Farr 40 World Championship in 2001.

The Farr 40 Class Rules are strictly applied and in the days before racing gets underway off Porto Cervo, the boats and crew will be put through a series of measurement controls and weigh-ins. The rules and regulations concerning the number and size of sails, safety equipment, deck hardware, boat weight, and the total crew weight must be observed by all participants. Random spot checks will also be made after each race day to ensure compliance throughout the event.

Many of the fleet's owners are past players in other professional sailing programs and have found Farr 40 one-design racing, where they helm the boats themselves, much more satisfying than leaving the fun in the hands of the professionals. Many owners have built their sailing skills to the highest levels without having to dedicate their whole lives to a full-time program. Though many owners do hire the best professionals in the field to fill the roles of tactician and sail trimmers, some owners have become "rock stars" in their own right, winning nominations (and trophies) as national Sailors of the Year, for example in the USA and The Netherlands. Italian owner, Vincenzo Onorato (*Mascalzone Latino*), was a nominee for the 2007 and the 2008 ISAF Rolex World Sailor of the Year Award following his unprecedented run of back-to-back victories in this ultra-competitive one-design class.

The two principal guiding clauses of the Farr 40 One-Design Rule are:

1. Classification

While racing in Farr 40 One-Design Class events, the crew including owner(s) or charterers, shall be composed of Group 1 (Amateur), competitors except that not more than 4 crew members may be other than Group 1. Competitor Grouping shall be determined by application of current ISAF (International Sailing Federation) Sailor's Classification Code.

2. Steering

While racing in One-Design Class events, only Group 1 Farr 40 owners and their immediate family members may steer. There is no owner exception, an owner or family member who is not a Group 1 may not steer in such events.



OFFICERS

International Class Association Executive Committee

President	Jim Richardson (USA)
Vice President Technical Chairman	Philip Tolhurst (GBR)
Treasurer	Lang Walker (AUS)
At-Large Member	Vincenzo Onorato (ITA)
At-Large Member	Deneen Demourkas (USA)
At-Large Member	Erik Maris (FRA)
At-Large Member	HRH Prince Frederik (DEN)
Management Group Representative	Geoff Stagg (Stagg Yachts)
Secretary	Bunny Wayt (Stagg Yachts)

For more information on the Farr 40 Class Association, contact:

Farr 40 One-Design Class Association

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Competing in a Farr 40 Regatta

First home is the winner. This may be obvious to most sports viewers, but many big-boat yacht races are run using a handicap system. With handicap systems, being first past the post is not a guarantee of victory. The Farr 40 Class is different – cross the finish line ahead of all your competitors and you are the winner.

Reaching the finish line first, however, is not so easy. It is pretty tough to sail the perfect race, with so many aspects, both physical and tactical, to get right. It is a function of the skill of the team on board working together to make the fewest mistakes possible. The team making the least mistakes both on and off the water usually wins.

Before and during a race, there are numerous decisions to make. By the time the crews hit the racecourse, there are no second chances and even stalling on a decision is the same as making the wrong decision. This mental and, at times, extremely physical challenge is what attracts owners and sailors to the class. But like any other sport, Farr 40 sailing is more enjoyable when you are competitive and to be competitive at this level, you have to prepare and practice.

Intense rivalries afloat are forgotten once ashore. A feature of all Farr 40 events is the sight of the crews spending time together, mixing with their competition dockside. At the Worlds, the Farr 40 Class, organising club and Rolex always host a number of social events for the participants, which add to the success of the event.



“FORM GUIDE”

The 2009 Rolex Farr 40 Worlds have already attracted a considerable fleet of over 25 boats representing ten countries.

The current World Champion and three-time winner, Vincenzo Onorato's *Mascalzone Latino* (ITA), comes to Porto Cervo highly favoured, especially given his extraordinary feat of back-to-back Worlds wins in 2006, 2007 and 2008. This year, *Mascalzone* nipped out *Joe Fly* (ITA) and *Barking Mad* (USA) for Class victory at the 2009 Acura Key West Race Week. Meanwhile, *Nerone* (ITA) prevailed at the Acura Miami Grand Prix taking the Class win, as well as the prestigious “Boat of the Week” award. Another Italian marking his card this season is Alessandro Barnaba, with a strong win at Porto Rotondo on *Fiamma*. At the recently completed 2009 Rolex Capri Sailing Week, *Mascalzone Latino* prevailed despite strong challenges from Marco Rodolfi and *TWT* (ITA) and *Nerone*.

The American fleet will be led by two-time World Champion Jim Richardson on his Farr 40, *Barking Mad*. Richardson's enthusiastic passion for the Farr 40 has been a driving force behind the success of the Class. With equal time devoted to steering the executive committee as perfecting the helm of his Farr 40, Richardson's intimate knowledge of the boat and its strengths along with a core crew makes him once again one of the favourites to win the Worlds. Richardson finished in 3rd place at Acura Key West Race Week. Richardson's tactician is Terry Hutchinson, 2008 Rolex Yachtsman of the Year. Richardson's compatriots Doug Douglass (*Goombay Smash*) and Helmut Jahn (*Flash Gordon*) also have the crew and potential to succeed.

New to the Farr 40 Australian fleet and sailing in their first World Championship is *Transfusion*, owned by Guido Belgiorno-Nettis, who took the season's double, winning both the 2009 Hamilton Island Farr 40 Australian Championship and the 2008-09 Australian Farr 40 Circuit. Belgiorno-Nettis owns two Farr 40s, and will be sailing his second boat, the ex-*Opus One*, in the Worlds. Australia's class veteran Lang Walker and *Kokomo*, took a 2nd at Hamilton Island and finished the Australian Farr 40 Circuit in 3rd place; *Kokomo* was the 2007 and 2008 Australian Champion. Finishing the Australian Farr 40 Circuit in 2nd place were Lisa & Martin Hill on *Estate Master*.

There are plenty of other stalking horses too. Carlo Alberini with *Calvi Network* (ITA) put in a solid performance to finish 4th in Capri in May and has supported the class for many years. *Joe Fly* (ITA) and Giovanni Maspero came a close 2nd in 2008 after a hotly disputed World Championship in Miami, whilst Crown Prince Frederik of Denmark and *Nanoq* were 4th that year.

And those that are complete outside bets for the overall win will play their part in determining the championship. Everytime they put a top five or even a top ten finish it means fewer of the top slots for the contenders. Every year a newcomer always puts in a result or series of results beyond expectation and upsets the status quo.

The camaraderie of the Farr 40 Class and its racing continues to draw Corinthians from all parts of the sport, but also competing in Porto Cervo will be numerous Olympic talents and America's Cup sailors; yachtsmen and women at the very pinnacle of the sport and at the height of their powers. These include Adrian Stead, the accomplished Olympian and former GBR Challenge sailor on *Mascalzone Latino* (ITA); America's Cup challenger Desafio Español's crew Tony Rey on *Plenty* (USA); Olympian Morgan Larson on *Goombay Smash* (USA), Olympian Colin Beashel on Lang Walker's *Kokomo* (AUS); Australian Olympic Laser sailor Tom Slingsby on *Transfusion* (AUS), and Australian Olympic 49er sailor Nathan Outteridge as tactician, along with Australian Olympic 470 sailor Malcom Page trimming main on *Estate Master* (AUS). And whilst it will not be down to their individual sailing talent, how well their team performs will in a large part relate to how well they inspire their crewmates to perform.



ABOUT PORTO CERVO

The Costa Smeralda is one of *the* places in the world to visit. Its appeal is diverse, but perhaps most significant is the effortless and harmonious blending of chic, glamorous villages and ports with the raw Sardinian landscape of windblown granite, a clear turquoise sea and secluded beaches. Famous for attracting the rich and celebrated, Porto Cervo has become the focal point of this mix of opulence and natural beauty, particularly since its development started by the Aga Khan in the 1960s.

As a stepping stone to the region's attractions ashore and afloat, Porto Cervo is second to none. Lighthouses dot the nearly deserted areas of coastline while beautiful pink and yellow oceanfront villas show off their pillars, arches and tiled roofs along the more populated areas of the island. The showpiece Yacht Club Costa Smeralda, simply one of the most striking yacht clubs anywhere in the world, stands proudly overlooking the Porto Cervo harbour, a command centre for the waterborne activities that have added to the fame of the area since the late 1970s.

Whilst the five-star hotels and beach resorts stylishly created to ensure the comfort of the well-heeled vacationer exert a magnetic draw, it is the sea and the Maddalena archipelago that spread northwards from Porto Cervo that are the true celebrities. Sardinia boasts over 490,000 hectares of pure nature and the surrounding waters are peppered with rocky outcrops, islets and islands; amongst the yachting fraternity these waters are considered some of the most enjoyable and challenging racecourses in the world. And the yachts that traverse these waters form a true link between the natural treasures offshore and the man-made ones onshore.

Indisputably, Porto Cervo is one of those select places on earth where one can find all ranges of delight. From high-end luxury to hiking trails and beaches, Porto Cervo is a place that can satisfy any thirst for beauty and any hunger for adventure. It is easy to cover a location in superlatives to hide its flaws, but this is one that rarely resorts to self-flattery and rarely disappoints.



ABOUT THE ORGANIZERS

The Yacht Club Costa Smeralda was founded on 12 May 1967 by its current President, His Highness the Aga Khan, and a small group of Founding Members, as a non-profit sporting association whose purpose was to bring together nautical sports enthusiasts and those who love the sea. The Board of Directors, the Commodore, the Sports Director and the Secretary General supervise all of the Club's social and sporting activities.

Affiliated with both the Italian Sailing Federation (FIV) and the Federazione Italiana Motonautica (FIM), the YCCS promotes and organises a series of major sporting events for which it is renowned throughout the world. These include the Rolex Swan Cup and the Maxi Yacht Rolex Cup. The YCCS has also organised many World and European Championships in various classes, such as the Star Class World Championship, the International 12-Metre World Championship, the Rolex Farr 40 World Championship, and championships for J24s, Optimists and the International 6-Metre Class. The YCCS is the administrative headquarters of the International Maxi Association (IMA) and the Farr 40 European Fleet.

In addition to the aforementioned activities, the YCCS burgee was also found aboard both *Azzurra*, ranked third in the 1983 Challenger Series for the America's Cup in Newport, and *Destriero*, which brought the Blue Ribbon back to Italy in 1992 after smashing all previous Atlantic crossing records. 2004 marked the 20th anniversary of the YCCS's first collaboration with Rolex, which has since become the Club's Official Timekeeper. The 2009 YCCS calendar includes the Rolex Farr 40 World Championship and the Maxi Yacht Rolex Cup.

A major renovation project undertaken at the YCCS Clubhouse, which overlooks Porto Cervo Marina, was completed in 2003, making the complex one of the most prestigious and beautifully functional yacht clubs in the world. The New York-based architect Peter Marino and his team gave the building a complete facelift, redesigning its architectural structure and renovating the clubhouse interiors. The adjoining Piazza Azzurra, the centre of the Race Village during sporting events, hosts a series of cultural initiatives throughout the rest of the year. The Clubhouse offers members and regatta participants 24 guest suites in addition to a bar and lounge, panoramic poolside terrace and internal and external restaurants. In 2008, Blu Mediterraneo Spa was opened at the Club, the world's only Acqua di Parma spa. Patrons can also benefit from an established sailing school that has over 30 years of experience. In 2007, the YCCS celebrated the fortieth anniversary of its founding.

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Stagg Yachts, Inc.

Stagg Yachts, Inc. was founded in 2005 by Geoff Stagg, following his buy-out of Farr International, of which he was President for many years. Stagg Yachts' objectives remain the promotion and selling of boats and designs produced by Farr Yacht Design, Ltd.

The company's role continues to include the marketing, sales and management of Farr one-design classes. In addition, it includes a yacht brokerage, which is networked worldwide and specializes in Farr designed yachts, and an internationally recognized project management team.

Stagg Yachts involvement in the conceptual development of the one-design classes has been bred of experience and first-hand knowledge of the requirements of today's yacht owners and the market. Additionally, its close liaison with one of the top design teams in the world provides a unique base of operation responsible for a number of highly successful one-design classes: the M 30 (formerly the Mumm 30), Mumm 36, Farr 365, Farr 40 and Farr 395.

These classes are managed by the Stagg Yachts in-house team, which has set the standard in creating and maintaining one-design class rules, such as the innovative owner/driver rule.

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ROLEX AND SPORTS

Precise, waterproof and robust, at its launch in 1926 the Oyster was already synonymous with a pioneering spirit. Adapted to the lifestyle of a rapidly evolving society in which leisure played a more and more prominent role, this wristwatch was destined to little by little replace the traditional pocket watch.

The sports world offered an extraordinary field of validation and expansion for this timepiece of unprecedented quality. Hans Wilsdorf, founder of Rolex, achieved a master stroke in 1927 by equipping Mercedes Gleitze, a young Englishwoman, with a Rolex Oyster when she swam the English Channel. He reserved the front page of the *Daily Mail* to announce the event to the public at large. Even though the watch had remained immersed for over 10 hours in the seawater, it continued to keep accurate time, proof of its undeniable waterproofness and robustness. The young entrepreneur had just created the "Testimonee" campaign.

From then on, the advances of the Oyster would be inextricably linked to sportsmen and women excelling in disciplines that were new at the time, like aviation, automobile racing or mountaineering: in 1933 Stewart Blacker flew over Everest; in 1947, pilot Chuck Yeager became the first person to break the sound barrier; in 1935, Sir Malcolm Campbell broke the land speed record in his bolide *Bluebird*, attaining 301 mph (484 km/h). In 1953, the expedition led by Sir John Hunt, Sir Edmund Hillary and Tensing Norgay was the first to conquer Everest. Through their achievements, these highly visible personalities underscore the technical qualities of the Oyster.

Over the years, new sports disciplines would be added. Today, Rolex is involved in five major sports: golf, sailing, tennis, equestrian sports and automobile sports. All of these disciplines combine precision and endurance, and call on participants to push themselves ever beyond their limits.

ROLEX AND SAILING

Rolex has always enjoyed a privileged relationship with the sea, the world of sailing and the call of the deep. Among the sports that Rolex has been sponsoring for many years, sailing undoubtedly holds a special place. The spirit and philosophy of the sport are in perfect harmony with values that Rolex holds dear: excellence, precision and team spirit.

The partnership between Rolex and sailing dates back to the late 1950s. The close ties that bind the company to the world of sailing have grown stronger ever since. Today, Rolex is the Title Sponsor of some 20 major international events in three distinct categories:

- classic offshore races, such as the **Rolex Sydney Hobart Yacht Race** and the **Rolex Fastnet Race**;
- high-prestige regattas, such as the **Maxi Yacht Rolex Cup**, which takes place every year in Porto Cervo, Sardinia (Italy), the **Rolex Swan Cup** and the **Giraglia Rolex Cup**;
- the most prestigious world championships, like the **Rolex Farr 40 World Championship**.



Through its support of the International Sailing Federation (ISAF), the world reference in sailing, Rolex participates in the development of this spectacular and exciting sport. Since 2001, the company has been sponsoring the **ISAF Rolex World Sailor of the Year Awards**, honorary prizes that celebrate men and women sailors who have particularly distinguished themselves in the course of the past year. The winners are selected by their peers.

Over the years, Rolex has also cultivated close associations with the best-known yacht clubs and the organisers of major events in the world of sailing. To name but a few:

- The **New York Yacht Club** (United States)
- The **Yacht Club Costa Smeralda** (Porto Cervo, Italy)
- The **Royal Yacht Squadron** (Cowes, United Kingdom)
- The **Yacht Club Italiano** (Genoa, Italy)
- The **Royal Hong Kong Yacht Club** (China)

Among its Testimonees, Rolex counts a number of exemplary sailors:

- Denmark's **Paul Elvström**, legendary regatta winner with four Olympic gold medals and 19 medals in world championships, who is today considered an icon;
- **Paul Cayard** from the United States is an accomplished sailor, as he has participated six times in the America's Cup, twice in the Olympic Games and has won seven medals in various world championships. He has also participated in two Round the World Races, winning in 1998;
- **Sofia Bekatorou**, from Greece, a 470 gold medallist in the Olympic Games in Athens, who has twice received the ISAF Rolex World Sailor of the Year Award in the women's category;
- American sailor **Gary Jobson**, Ted Turner's tactician when Courageous won the America's Cup in 1977, is now a sports journalist. He was inducted into the America's Cup Hall of Fame in 2003.

In 1992, a new watch intended for professional navigators was created in the Oyster Perpetual collection. Named Yacht-Master, this officially certified Swiss chronometer is immediately recognisable by its bi-directional graduated rotatable bezel with raised markers.

Drawing on ancestral know-how, Rolex continually expands the limits of technology, and in 2007 it launched the Oyster Perpetual Yacht-Master II featuring a countdown with a programmable memory. This unprecedented watchmaking complication constitutes an indispensable tool for experienced skippers and yachting-lovers alike.



PRESENTATION OF ROLEX

Rolex is recognised the world over as the leader in the Swiss watchmaking industry and enjoys an unparalleled reputation for quality and know-how.

The birth of Rolex

The origins of Rolex date back to the beginning of the 20th century. At a time when pocket watches were still the order of the day, Hans Wilsdorf, a young Bavarian just 24 years old, wagered on the future of the wristwatch. The pioneering spirit of the founder is the subject of some of the finest chapters in the history of contemporary watchmaking and was the source of two major innovations. In 1926, Rolex invented the Oyster, the first waterproof and dustproof watch, and, in 1931, the first self-winding mechanism equipped with a Perpetual rotor. Over the years, Rolex created a full line of Oyster watches, with a strong identity and intrinsic features. Recognisable at a glance, this collection includes over 170 models available in 3,200 possible combinations. The Cellini collection later enhanced the choice offered to consumers loyal to the legendary Rolex quality. The reliability and performance of the product have built the worldwide reputation of Rolex.

An international company

Today Rolex is established in some one hundred countries. The company ensures the distribution of its watches and the quality of their maintenance through a network of 28 affiliates and several thousand official Rolex jewellers.

A Rolex watch is made to last. Assembled by hand, it benefits from the company's know-how and decades of cumulative expertise. An after-sales service, unique in its genre, ensures the proper functioning of the watches over time. It is based on the competence of nearly

4,000 watchmakers, trained by Rolex, who work for the affiliates or for jewellers of the Group worldwide. A universal and timeless brand, Rolex continues to conquer new markets and expand its presence worldwide.

State-of-the-art technology

Responding to growing demand while integrating the latest technologies requires constant evolution of the means of production. In the mid-1990s, Rolex opted for a vertical integration of its production facilities, thus ensuring its control over the manufacture of all its watch components and guaranteeing its autonomy. In the interest of consistency and efficiency, the company consolidated all its activities in Switzerland at four sites.



In Geneva

The Rolex headquarters is home to all the administrative activities of the company, to those related to the final assembly and sales of the watches, as well as to the after-sales service.

The Chêne-Bourg site brings together all the activities related to the development and manufacture of the dial and gem-set elements.

The Plan-les-Ouates site groups all the activities related to the development, manufacture and quality control of the case and bracelet.

In Bienne

The Bienne site is the location of all activities related to the manufacture and assembly of Rolex watch movements.

An image of excellence

The name Rolex is synonymous with performance. In 1927, Mercedes Gleitze, a young English woman, swam the English Channel in a time of over 10 hours wearing an Oyster. Upon arrival, the watch was still in perfect working order. The company immediately placed an advertisement in the *Daily Mail* proclaiming the success of the waterproof watch and the beginning of "the triumphant march of the Rolex Oyster around the world." This event also marked the start of a long association between Rolex and exceptional personalities who bear witness to the excellence of the product and are Testimonees of the brand. These associations give rise to numerous partnerships and sponsoring activities in fields as varied as art and culture, tennis, golf, sailing, and equestrian and automobile sports.

Perpetuating the spirit of enterprise

While committed to the principles that are the foundation of the brand, the company is still capable of breaking with tradition in order to respond to changes in an ever-evolving world. Rolex's position as a leader in the watchmaking industry has been further reinforced through the conquering of new markets and the enhancement of the brand's image.

Taking over from Patrick Heiniger, Bruno Meier was named the Directive President of the company in January 2009.

Official website: www.rolex.com



OYSTER PERPETUAL YACHT-MASTER II

A regatta chronograph, the **Oyster Perpetual Yacht-Master II** is the first watch to have a programmable countdown feature with a mechanical memory. This unprecedented horological complication gives the wearer the advantage of being able to programme the countdown from 0 to 10 minutes according to the countdown time of each regatta.

During the starting sequences, the countdown can be synchronised with the official count-down.

Interaction between the movement, case and bezel

A new-generation watch, the **Oyster Perpetual Yacht-Master II** features interaction between the movement and the case and bezel through the Ring Command bezel. It is equipped with the calibre 4160, entirely designed and manufactured by Rolex and consisting of some 360 components.

Self-winding, equipped with a Perpetual rotor and certified by the Swiss Official Chronometer Testing Institute (COSC), the **Oyster Perpetual Yacht-Master II** is guaranteed waterproof to a depth of 100 metres (330 feet).

It is available in 18 ct yellow gold featuring a bezel with a blue ceramic disc, and in 18 ct whitegold featuring a solid platinum bezel with raised numerals.

The **Oyster Perpetual Yacht-Master II** is equipped with an Oyster bracelet with an Oysterlock clasp and an Easylink comfort extension link.



2009 ROLEX YACHTING EVENTS CALENDAR

Circuito Atlántico Sur Rolex Cup

16-25 January 2009

Buenos Aires, Argentina – Punta del Este, Uruguay

The Circuito Atlántico Sur Rolex Cup organized by the Yacht Club Argentino, offers a competitive challenge of both offshore and inshore handicap racing. The offshore race, for boats 26 feet and longer, takes the fleet from Olivos/Buenos Aires to Punta del Este; following this race come two days of inshore windward/leeward racing off Punta del Este - Circuito la Barra day race - followed by a race around Isla Gorriti. Once again, the event will host the first leg of the ORC International and ORC Club South American Championship.

International Rolex Regatta

27-29 March 2009

St. Thomas, US Virgin Islands

Highlighting the Caribbean racing calendar with its unique blend of island-style hospitality, competition and camaraderie, the St. Thomas Yacht Club's International Rolex Regatta celebrates its 36th year in 2009, and, remarkably, Rolex has been a partner since the very beginning. The event features competitive IRC and CSA handicap fleets as well as one-design racing in a beautiful setting, with professional race management and dependable Caribbean trade winds.

Portofino Rolex Trophy

7-10 May 2009

Portofino, Italy

The 2009 Portofino Rolex Trophy is the inaugural edition of a regatta dedicated by Rolex and the Yacht Club Italiano to classic yachts that are part of the long history of sailing. The regatta is by invitation only for wooden yachts in the J-Class, 12 and 8-Metre Classes. In addition to the yachts in the water, there will be an exhibition ashore of some wooden one-design and former Olympic classes.

Rolex Capri Sailing Week

19-23 May 2009

Capri, Italy

First held in 2005, the Rolex Capri Sailing Week offers spirited competition at the start of the Mediterranean racing season. Hosted by the Yacht Club Capri, the 2009 regatta provides a week of highly competitive racing for the Swan 45, Swan 42 and Farr 40 one-designs, and, Comet yachts. The event is an official leg of the 2009 Farr 40 European Circuit and forms the 2009 Swan 45 Italian National Championship. The strikingly picturesque island provides a stunning backdrop to the on-the-water racing action in the Bay of Naples.



Giraglia Rolex Cup

14-20 June 2009

Saint-Tropez, France – Genoa, Italy

One of the most renowned distance races in the Mediterranean, the Giraglia Rolex Cup has been a tradition for over fifty years. From the race start off the chic port of Saint-Tropez, the fleet heads through the idyllic Iles d'Hyères and across the sea to round the Giraglia, a rocky islet off northern Corsica, before racing to the finish off Genoa, a total distance of 243 nautical miles. Tactics and weather play a key part in this classic race.

Rolex Farr 40 World Championship

24-27 June 2009

Porto Cervo, Sardinia, Italy

This year the Rolex Farr 40 Worlds returns to Porto Cervo for the second time and upwards of forty racing sailboats – all 40-feet long and identical in design – will compete over four days in ten challenging races for the World Championship. The Farr 40 class is one of the most competitive and exciting one-design fleets, and each crew is made up of a maximum of four professional and five to six amateur sailors. Each yacht must be driven by its amateur owner/helmsman. Racing is precise, tactical and intense. With all other factors equal, skill and timing are crucial.

Rolex Ilhabela Sailing Week

5-11 July 2009

Ilhabela, São Paulo, Brazil

The beautiful island of Ilhabela provides a stunning setting and a variety of challenging sailing conditions. The event, first held in 1973, has been a tradition for Brazilian sailors throughout the years and lately the blend of steady trade winds, testing offshore and inshore handicap racing and onshore camaraderie has attracted sailors from all over the world. Organized by the Yacht Club de Ilhabela, this year's event will be the second and final leg of the ORC International and ORC Club South American Championship.

Rolex Fastnet Race

9-14 August 2009

Cowes – Plymouth, United Kingdom

The biennial Rolex Fastnet Race has been an established fixture on the ocean racing circuit since 1926 and attracts a diverse entry list capped at 300 yachts. The 608 nautical mile race is a test of strategy and skill with challenging tidal currents and changeable weather. The fleet starts from the renowned Royal Yacht Squadron at Cowes, races out of the Solent down the English Channel to Land's End and across the often tempestuous Celtic Sea to the Fastnet Rock, and returns on a reciprocal course to the finish off Plymouth.

Maxi Yacht Rolex Cup

6-12 September 2009

Porto Cervo, Sardinia, Italy

The Costa Smeralda provides a stunning setting and a variety of challenging conditions for the Maxi Yacht Rolex Cup, one of the highlights at the end of the Mediterranean yachting season. The first Maxi World Championship took place in 1980, created by the Yacht Club Costa Smeralda in Sardinia and its president, the Aga Khan. The regatta is now an eagerly anticipated annual event and attracts a sizeable fleet of forty of these majestic yachts to Porto Cervo each September.



Rolex Big Boat Series

10-13 September 2009

San Francisco, CA, United States

Established in 1964, the Rolex Big Boat Series takes place annually on San Francisco Bay. In 2005, Rolex became title sponsor of this prestigious regatta which includes very competitive one-design and handicap racing. Widely recognized as one of the most important sailing events on the West Coast, this grand-prix regatta attracts top competitors and boats from across the United States. The 2009 Rolex Big Boat Series will incorporate the Rolex US-IRC National Championship.

Les Voiles de Saint-Tropez

27 September – 4 October 2009

Saint-Tropez, France

Les Voiles de Saint-Tropez is an amazing rendezvous of extraordinary yachts. First held twenty-seven years ago as La Nioulargue, the regatta is famous for gathering technologically advanced, modern sailing boats alongside stylish and elegant, traditional yachts. A host of racers and sailing enthusiasts come from all the corners of the globe to do battle in the bay of Saint Tropez. The Trophée Rolex is awarded to the winner of the Classic Division with a length overall in excess of 16 metres.

Rolex Middle Sea Race

14-24 October 2009

Valletta, Malta

The Rolex Middle Sea Race takes place in the heart of the Mediterranean and covers one of the most beautiful courses in the world. Unique for an offshore race in that it starts and finishes at the same point, the 606 nautical mile route includes the deep azure waters of Sicily and the Strait of Messina, the islands of Pantelleria and Lampedusa, and even features Stromboli's active volcano as a course mark. The race is marked by hugely varied conditions and, in 2007, on the back of a ferocious storm the American maxi yacht Rambler, set a new course record of 47 hours, 55 minutes and 3 seconds.

ISAF Rolex World Sailor of the Year Awards

10 November 2009

Busan, Korea

Launched in 1994, the International Sailing Federation's (ISAF) World Sailor of the Year Awards are recognised as the pinnacle award a sailor can receive in recognition of his/her outstanding achievements by the world of sailing. Rolex has sponsored the Awards since 2001. The winners are selected by the 125 ISAF Member National Authorities from an impressive shortlist of nominees. Over the years, winners have topped their fields from one-design dinghies to offshore yacht racing.

Rolex Sydney Hobart Yacht Race

26 December 2009 – 1 January 2010

Sydney – Hobart, Australia

Mention the leading ocean races in the world, and the Rolex Sydney Hobart is certainly in the top three. This 628-nautical mile offshore race organised by the Cruising Yacht Club of Australia provides a tough test for skippers, tacticians and crews alike. The 2009 race will be the 65th annual edition of this time-honoured event. With a course encompassing the spectacular Sydney Harbour, the infamous Bass Strait and the technically demanding Derwent River, this is a yachting classic that attracts a well-seasoned fleet ready to face the challenge.



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