

# LUNA ROSSA PRADA PIRELLI TEAM PRESS KIT 2019



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# I. INTRODUCTION

# “THE AMERICA’S CUP” BY PETER BLAKE

The America’s Cup is an elusive trophy and has rarely changed hands in the last 150 years.

This is not a sport for the faint hearted. It is not a quest to take lightly or on a whim. It is a fight between sailors from Yacht Clubs all over the world that desperately want the same thing: get their hands on the Cup.

The prestige for the winner has more value than any other sporting achievement. It’s winning the invincible and doing the impossible that attracts sailors, dreamers and millionaires, but the victory is not easy, and most of the time it doesn’t ever happen. The only way to win is to continuously participate, continuously return time and time again with the conviction that you can do it. Hesitating after the first attempt is not part of the rules of the game. You need extraordinary people with ferocious motivation, lots of experience and attention to details and unconditional dedication. The game is uncertain; for all you can dedicate, for all that you can motivate, and for all that you are willing to spend, the victory is never guaranteed. .

For some it becomes a kind of drug. It is a game that you can come to deeply hate, to then discover that you can’t live without it, at least not until you win.

Then there’s the metamorphosis, at least that is what happened to me. I was part of a crew that succeeded in winning the America’s Cup at least once and successfully defending it. I was finally free of the tightness in my mouth and in my stomach. I am paid. I am cured. I go to sleep at night and dream other dreams. New passions are being born inside of me. Just so that it is clear, competing for the America’s Cup is a game of passion, of dreams when in every waking moment (and while you are asleep) you have only one unique thought and that is winning but the victory is uncertain until you have it in your hands.

You keep asking yourself “how?” and “why?” for weeks until you find the determination to try again, to not

repeat the same mistakes, to do it better than before, to be better than the rest of the world, to be the best and then the anxiety becomes dreams and passions all over again. The thought of winning never ever abandons you but it is better to leave it on the side and concentrate on a new objective: to be the best in every phase of the new challenge.

Nothing is left alone, not even the smallest detail. But this doesn’t happen just because you want it to. You need a team of exceptional people who share the same dream and the same passion and are not scared even when the odds are against them.

It’s the difficulty of the challenge that puts the adrenaline in your veins that may have been weakened by the previous defeat.

The America’s Cup is what it is because it is so difficult to win. It is not a game for armchair admirals. It is not a game for the person who is not prepared to come back.

It is not a game for the faint hearted. It is a game for those who are not scared of pitting themselves against the best that the world has to offer. It’s a game where winning is almost impossible, almost, but not impossible. And this is why it is worth fighting for. It is the difficulty that gives any challenge some sense. This is the essence of life itself.

*from the Foreword by Sir Peter Blake to the book “Luna Rossa” on the 30th America’s Cup (2000)*

## “THIS IS NOT A SPORT FOR THE FAINT HEARTED.”



*A legendary sailor and icon of New Zealand sport (1948-2001), Sir Peter won the world’s most exclusive sailing competitions, including the Whitbread Round the World Race in 1989-90 and the America’s Cup both in 1995, when he brought it to New Zealand for the first time, as well as in 2000, defending it against Luna Rossa. A committed environmentalist, he was shot and killed by pirates while monitoring environment change on the Amazon River in Brazil.*

# AMERICA'S CUP

The America's Cup is the oldest trophy in the history of sports. It is the world's most important sailing event and is won through mastery of sport and technology.

The first edition dates back to 1851, when "America", the American schooner won the "100 Guineas Cup" around the Isle of Wight, leaving the British fleet in its wake. Since then, and for the following 24 editions, the cup remained in the hands of the Americans until 1983, when it was claimed by the Australian team led by Alan Bond with Australia II.

The last edition, the 35th, was held in 2017 in Bermuda's Great Sound and was dominated by the catamaran of the Emirates Team New Zealand challenger against the reigning Oracle Team USA. The next, the 36th America's Cup presented by Prada, will take place in Auckland, New Zealand, from the 6th to the 21st of March 2021.



**2. LUNA ROSSA  
PRADA PIRELLI TEAM**

# THE JOURNEY TO AUCKLAND

Luna Rossa's journey to the 36th America's Cup is neither the shortest nor the easiest. It is so much more than the 10,800 miles of sea (20,000 km) that separate Cagliari from Auckland and the days left until the start of the event. The route chosen to take the Luna Rossa Prada Pirelli Team to the 36th America's Cup is that of a group of [people] on a mission.

All this would not be possible if it weren't for the energy of two of Italy's finest Industrial giants: Prada Group and Pirelli Group. All this would not be possible if it weren't for the determination of Patrizio Bertelli, President of Luna Rossa Challenge, who has dreamt of winning the America's Cup since 1997.



# BIOGRAPHY OF PATRIZIO BERTELLI, PRESIDENT OF LUNA ROSSA CHALLENGE

## Biography

Patrizio Bertelli, chief executive officer (CEO) of Prada Group (Prada Sp.A.), was born in Arezzo in 1946.

At a very young age, he started a company making belts and bags in the Italian city of Arezzo, which would prove to be the foundation of his future business activities.

At the end of the 1970s, together with Miuccia Prada, he expanded the Prada brand, destined to become one of the world's most important companies in the luxury goods industry, by introducing an innovative industrial-scale business model which brought all internal processes together in order to have full control of the production line and quality standards.

From the 1980s Prada grew in every sector: the launch of the Prada Donna clothing line, the creation of the Miu Miu brand, the launch of the Prada Uomo line, the launch of the Prada and Miu Miu eyewear and perfume collections, the acquisition of the Church's, Car Shoe and Marchesi 1824 brands and the development of the distribution network for all brands in line with the international expansion plan of directly-operated stores. The Prada Group currently has 634 directly-operated stores in 70 countries.

On June 24th, 2011, Prada SpA listed 20% of its shares on the Hong Kong stock exchange (HKSE).

In addition to his entrepreneurial activities, Patrizio Bertelli shares cultural and sporting interests with Miuccia Prada which led, in 1993, to the creation of Fondazione Prada and, in 1997, to the first of six attempts to win the America's Cup by "Luna Rossa". Luna Rossa will return to the next edition (Auckland 2021), for which Prada has secured the role of Title Sponsor of the challenger selection series - now called "Prada Cup" - and Presenting Sponsor of the 36th America's Cup.

Patrizio Bertelli has received a degree honoris causa in Business Economics from the University of Florence and a Master of Business Administration (MBA) honoris Causa from Centro Universitario di Organizzazione Aziendale Business School. In 2006, Time magazine ranked Patrizio Bertelli and Miuccia Prada among the world's 100 most influential couples and, in 2012, he was the first Italian to be inducted in the America's Cup Hall of Fame.



# THE CIRCOLO DELLA VELA SICILIA CHALLENGES THE ROYAL NEW ZEALAND YACHT SQUADRON.



Each edition of the America's Cup begins with one yacht club challenging the cup holder. In 2017, the first to challenge the Royal New Zealand Yacht Squadron was the Circolo della Vela Sicilia together with Luna Rossa Prada Pirelli Team, thus becoming Challenger of Record for the 36th America's Cup. Founded in 1933, with headquarters in the magnificent Gulf of Mondello under the presidency of Agostino Randazzo, Circolo della Vela Sicilia has been an America's Cup Challenger with Luna Rossa in 2011 and 2014.

## Interview Agostino Randazzo President – Circolo della Vela Sicilia

President of the Circolo della Vela Sicilia since 2009 and a long-time sailor and racer, Agostino Randazzo has had numerous successes both in dinghy and in offshore classes, winning the Italian offshore championship in four different classes (Flying Junior, Strale, Tempest, 470) from 1969 to 1974. In cruising class regattas, he has won the Settimana delle Bocche 1993, the Settimana di Capri 2004 and the Palermo-Montecarlo 2006.

## Bringing the challenge of the Circolo della Vela Sicilia to the Royal New Zealand Yacht Squadron was how the 36th America's Cup challenge came to be. Can you tell us how it went?

Patrizio Bertelli's decision to renew the challenge with our club once more was something I am particularly proud of. I have secretly hoped for this ever since we retired from the last edition. Something akin to restarting a wonderful conversation with a dear friend.

## What does it mean for a Club to be among those who have launched an America's Cup challenge?

For a Club it is without doubt a prestigious event through which you build strong relationships with the other participating clubs.

## This is the third challenge that the Circolo della Vela Sicilia has launched with Luna Rossa, what has been your strongest memory so far?

Without question being part of Team New Zealand's victory

in Bermuda. Looking straight into the eyes of Commodore Steve Mair as I handed him our challenge, I understood what it means to win the America's Cup. A memory that quickly turned into my own wish.

## If you were to define the Circolo della Vela Sicilia in a single sentence, what would it be?

Maybe I shouldn't be the one to say it, but it's unique. For its location in one of the world's most beautiful bays, the Gulf of Mondello. There is a magical atmosphere in our headquarters, which is not of my doing but rather should be attributed to the 12 founding members who chose this enchanting position in 1933.

## What is the relationship between sailing and Sicily?

It's a natural relationship because we're on an island. Important regattas such as the Middle Sea Race and the Palermo-Montecarlo are disputed in our waters. Many young Sicilians are dedicated to this sport, often with excellent results. Proof of this is that one of the prominent members of the Luna Rossa Sailing Team, Francesco Bruni, is from Palermo.

## With your past as a dinghy sailor, what's it like to see boats fly?

I've been fortunate in my life to have witnessed all three of what are widely considered the principal sailing eras. I started at the age of seven on a wooden dinghy in the Gulf of Mondello. In the 1960s I raced fibreglass Flying Junior and Flying Dutchman classes. Now I have the privilege of working with boats at the forefront of the latest sailing revolution that were unimaginable just a few years ago. They really make you want to try them out.



# THE SIXTH LUNA ROSSA CHALLENGE

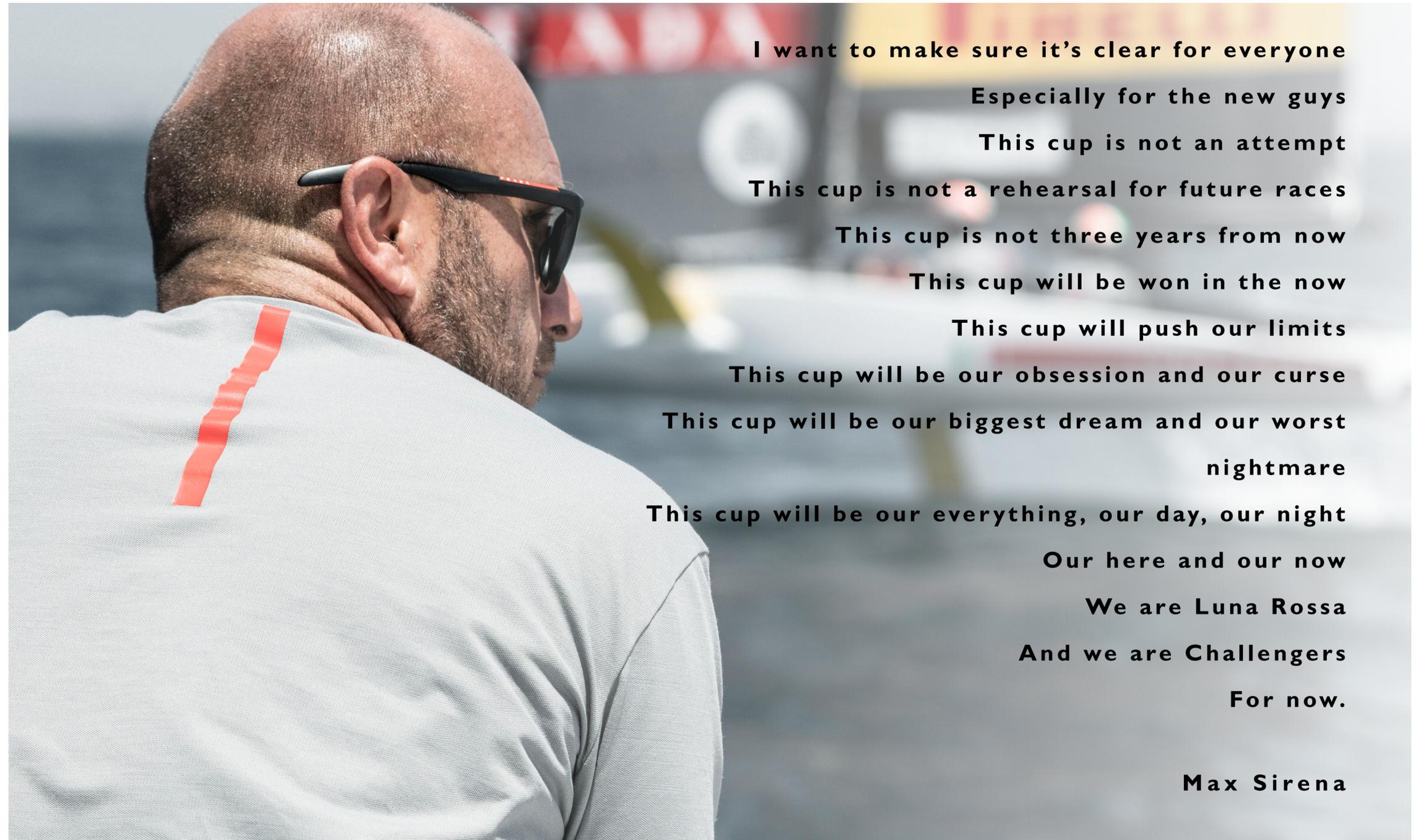
New rules, a return to monohulls with flying boats the likes of which have never been seen before, the base in Cagliari where the challenge takes shape and grows every day, and then the big leap towards Auckland and the 36th America's Cup.

The Luna Rossa Prada Pirelli Team is both a sporting challenge and a technological one. The finest talent and technology available, the state of the art of sailing, are just a starting point to go further. Challenger, for now.

The way a group approaches a challenge is fundamental. It influences the collective behaviour of the individual members, the options selected and those rejected.

It gives the team its identity and determines its integrity. For Luna Rossa Prada Pirelli Team, the humility of those who don't take anything for granted is a value we will defend until the very last minute of the very last race.

At the same time, each member of the team must have the means, the skills and the determination to determine their own destiny. Having everything to win and nothing to lose.



**I want to make sure it's clear for everyone**

**Especially for the new guys**

**This cup is not an attempt**

**This cup is not a rehearsal for future races**

**This cup is not three years from now**

**This cup will be won in the now**

**This cup will push our limits**

**This cup will be our obsession and our curse**

**This cup will be our biggest dream and our worst**

**nightmare**

**This cup will be our everything, our day, our night**

**Our here and our now**

**We are Luna Rossa**

**And we are Challengers**

**For now.**

**Max Sirena**

# THE SIXTH LUNA ROSSA CHALLENGE

Interview Max Sirena

Team Director & Skipper – Luna Rossa Prada Pirelli Team

With six editions of the America's Cup behind him, the last on-board Emirates Team New Zealand, the winner of the America's Cup in 2017, Max returns to lead the Luna Rossa Prada Pirelli Team with one goal: bring the Cup to Italy.

## What's new in this challenge?

There are some incredibly experienced sailors in our team but also some very young ones. More than anything else, we have decided to approach this Cup differently: transversely. Of course, if you're unable to make a decision, someone else eventually will, but the speed of the boat comes before the ego of any member of the team.

## What kind of boat are you working on?

Having the ability to build two boats is a little like serving in a tennis match. With the first, you can dare a little because there's always the second serve if you need to play it safe. Regardless, this new America's Cup is taking us all into unexplored territory and even the most moderate options are still revolutionary.

## What is the difference between being on a flying catamaran and a flying boat?

The boat that awaits us will be much more temperamental and edgy than the catamarans we have seen so far.

## How did you select the members of the Luna Rossa Prada Pirelli Team?

I personally chose each one of them, considering both their talent but also their character and interpersonal skills.

## Once complete, how many members will the team count?

One hundred, perhaps one hundred and five people.

## How and when will you decide who will be at the helm of Luna Rossa?

It is a decision I won't be able to take too far down the road because that would mean depriving the future helmsman of valuable hours of training. Probably by the end of 2019 and of course I will evaluate the speed each member can bring to a regatta overall, not just in individual areas. I have not ruled out having one person for the start and another for the remainder of the race.

## How do you keep such a large team motivated every day?

It must be crystal clear to everyone that every single activity of each individual person affects the final result. A badly made splice or the wrong post on a social network can have negative consequences on the entire group and also on the final result.

## How did the New Generation Project come about?

It comes from the consideration that the average age of good sailors participating in the America's Cup is very high. We are old. No matter how this Cup will go, if you want Luna Rossa to have a fighting chance, the only way to go is to invest in the younger generation. I talked about it with Patrizio Bertelli: we felt we had to start a new cycle for the present but above all for the future. Nine young guys have joined the team (Umberto Molineris, Andrea Tesei, Davide Cannata, Enrico Voltolini, Jacopo Plazzi, Matteo Celon, Nicholas Brezzi, Ruggero Tita, Romano Battisti) and two more will join them shortly. These are very talented figures, especially from a mentality standpoint, which is what matters most. We'll take care of strengthening them as sailors.

## What are the expected speeds and averages?

From 35 to 50 knots.

## How does the vision of the race change at these speeds?

In traditional regattas you see the gusts coming and you wait for them. At these speeds, you have to pick them up as quickly as possible.

## Why does this challenge start from Sardinia and from Cagliari in particular?

Because there is always wind, because Cagliari is a city capable of welcoming the members of a team of one hundred people and their families, because it is logistically perfect and because Sardinia is a wonderful place that I fell in love with since we first came here.

## Do you come home satisfied in the evening?

Never.



@ Marco Bertani

# THE VALUES OF LUNA ROSSA PRADA PIRELLI TEAM

## BEING A TEAM.



Having a fast boat. Each team member is dedicated to this and this alone. But that's not enough. A boat is only fast when there are outstanding skills, great relationships between the various team members, and when emotions and sacrifices are shared.

One hundred professionals, for over 1,000 days, will be asked to push themselves further, to use every last ounce of their resources to push the limits that little bit further. This is only possible if the team members, veterans or newcomers alike, manage to create empathy, openness and mutual respect for each other from the outset.

Everyone's "attachment to the uniform they are wearing" is what makes this group of people a team.

## CONTINUITY/ GENERATIONAL CHANGE.



The boats of tomorrow should have tomorrow's sailors on board. With five America's Cup challenges under its belt over a twenty-plus year timespan, Luna Rossa has given many generations of sailors the opportunity to shine - a wealth of experience and understanding that should not be forgotten.

For this reason, the fifth challenge of the America's Cup by Luna Rossa Prada Pirelli Team sees the introduction of the New Generation project, in which America's Cup veterans will be work side by side with the new recruits. The younger crew members guarantee a generational change, they will drive the team forward and represent the finest investment for tomorrow's Luna Rossa.

## ITALIAN SPIRIT.



The protocol of the 36th America's Cup wanted to restore one of the most characteristic traditions of the America's Cup, namely that both Challenger and Defender are an expression of their home nation. Indeed, the rules of the next edition require that each team launch boats built in their country of origin and that at least 20 percent of the racing crew has the same nationality as the competing Yacht Club. From this standpoint,

Luna Rossa Prada Pirelli Team has gone further. For us, Italian spirit is not simply a rule to be followed, but a genetic code written into the fabric of the challenge. Not only are the boats built entirely in Italy, but also the entire crew, with the exception of the Australian James Spithill, consists of Italian sailors and the language spoken on board Luna Rossa is Italian.

The Italian spirit of Luna Rossa is embodied by the world-class excellences involved, starting from the co-title sponsors Prada and Pirelli, from the official sponsor Officine Panerai, together with the many small and large Italian suppliers accustomed to making a difference in the world.

# THE CHALLENGE MACHINE

The Luna Rossa Prada Pirelli Team base is where all the energy of the team will be concentrated for the next two and a half years of preparation. There is no detached unit and no-one operating remotely. This is where the tests and analyses will

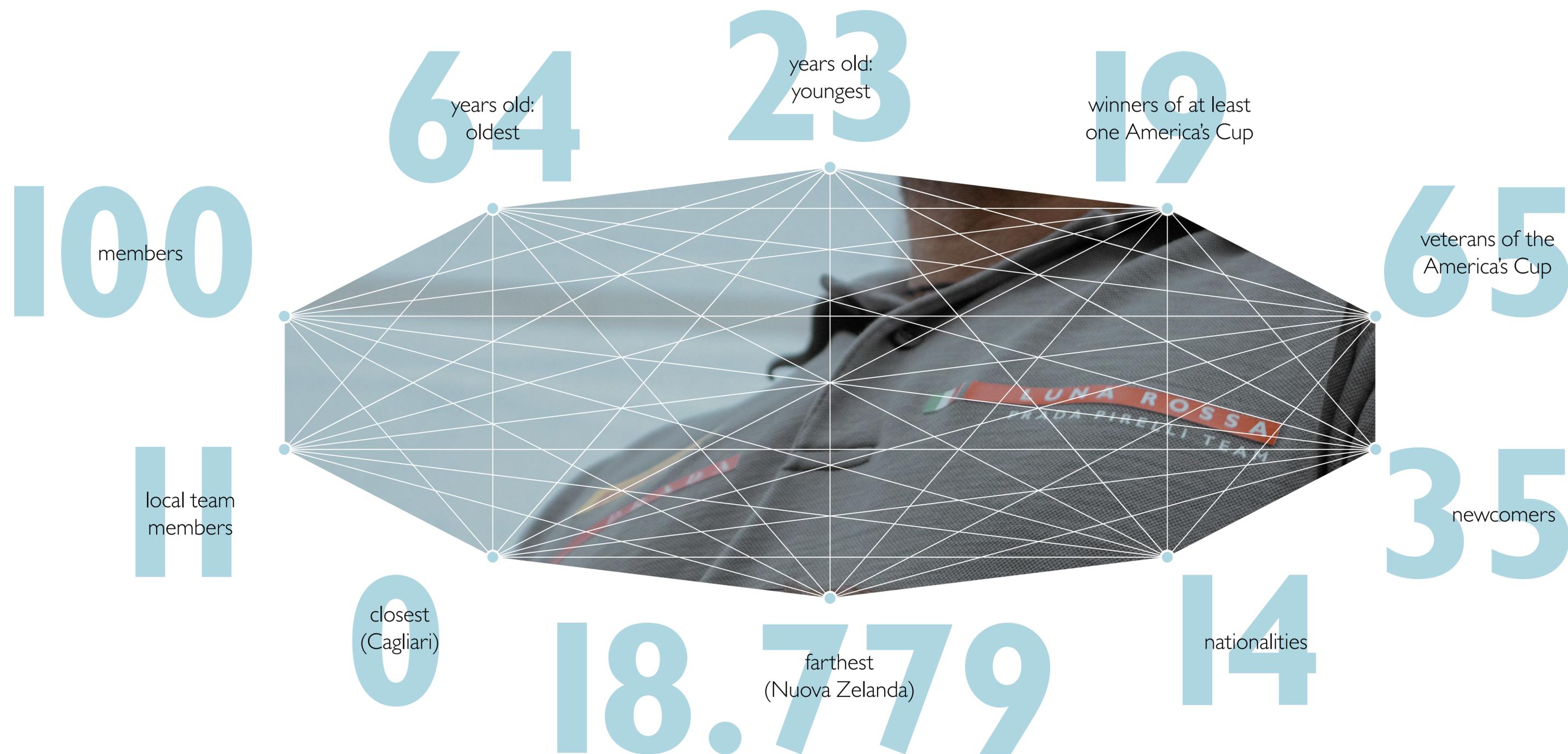
be performed every single day, allowing the team to make decisions that will determine the performance of the boat. For anyone on the Luna Rossa Prada Pirelli Team there are no unbreakable walls or unapproachable leaders. Everything is just a glance away, or at most a flight of stairs. The crew

goes out onto the water; the shore team provides assistance, the designers collect the data: each individual performs a specific role and is never alone. From the moment we start training early in the morning to lunch in the canteen, all the way to the late afternoon debriefs, everyone communicates

constantly. This is the way the Luna Rossa Prada Pirelli Team will govern the complexity of the America's Cup challenge: actively participating in the continuous flow of information to be and feel wholly engaged in the project.



# LUNA ROSSA PRADA PIRELLI TEAM IN NUMBERS



# THE LUNA ROSSA PRADA PIRELLI TEAM MEMBERS

## SHORE TEAM

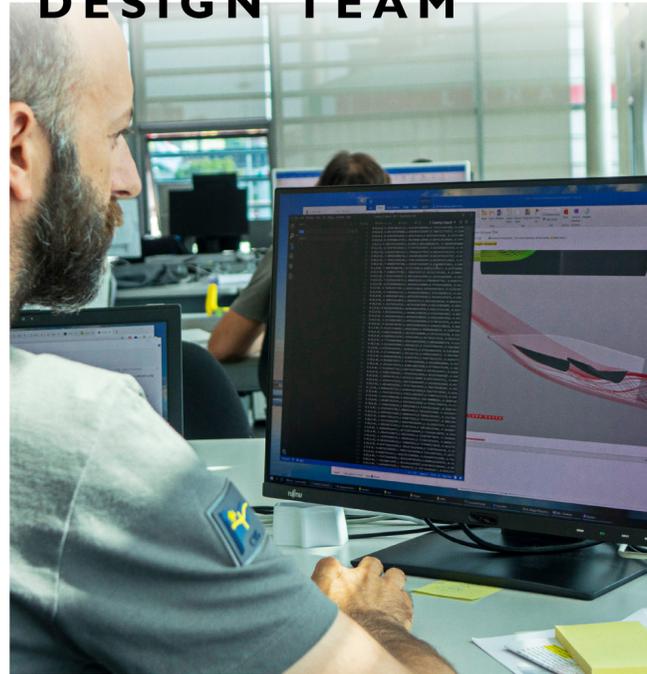


25-strong and the beating heart of Luna Rossa team. Working both in the water and on land, the shore team is ready to intervene at a moment's notice. This team starts working when the boat returns to land and finishes the next day, when the boat returns to the water once again. Working beneath tents and inside containers, the team develops new pieces and repairs daily damage.

The team is led by Mark Webster, who coordinates several units: composite and carbon manufacturing, hydraulics, electronics, riggers, sailmakers, mechanical workshop, deck equipment and painting.

The team is responsible for the maintenance of the boat and builds custom-made small- and medium-sized components that connect the standard elements of the boat to specific parts.

## DESIGN TEAM



Coordinated by Mark Fisher and Horacio Carabelli, this 37-member unit is by far the largest team and is divided into 6 smaller units: naval architecture, structural engineering, mechanical engineering, computer engineering, simulator development and sail design. In addition to dedicating themselves to the design of the hulls, sails and all non one-design components, the team analyzes the data from the simulator and from the computers connected to the hull during training at sea. Thanks to the synchronized activity with the Sailing team and the Shore team, they study and design solutions that make the boat faster every day.

## SAILING TEAM



11 team members will be competing on board the AC75: a helmsman, a mainsail trimmer, a foil trimmer and the grinders. After the launch of Boat 1, the specific roles on board will be defined. The team, including veterans and New Generation members, is composed of 19 men, with Philippe Presti as coach. At sea they train with different types of boats, on ground they train on the simulator and in the gym. In addition to their specific boat roles, each member has a specific role in coordination with the Shore team or the Design team to improve the performance of the boat.

## NEW GENERATION



The New Generation Project stems from the desire to reinforce what has become a constant for Luna Rossa over the years: ensuring continuity for the challenge by initiating several generations of sailors.

Within the project, the most experienced sailors are joined by new recruits, who are a stimulus to the entire team: veterans with different editions of America's Cup under their belts work alongside the young talents who have a more natural relationship with advanced technologies.

Tight training sessions at sea and on land cover tactics and strategy, adjustments and manoeuvres, development of sensitivity and intuition, but it doesn't end there; careful character evaluation and propensity to teamwork and stress management. These are the closely monitored observation and selection criteria of the New Generation Project to bring talented young Italian sailors onto the Luna Rossa Prada Pirelli Team. The team invests in generational change while maintaining the pursuit of sporting excellence that has always characterized the crews of Luna Rossa.

# SAILING TEAM



Massimiliano Sirena  
Team Director & Skipper



Gilberto Nobili  
Operations Manager



Vasco Vascotto



Pietro Sibello



Francesco Bruni



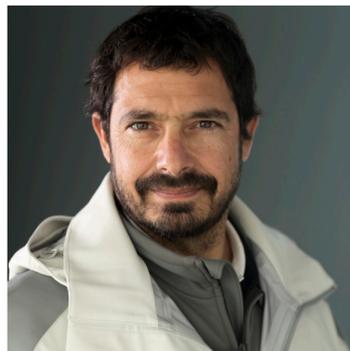
James Spithill



Shannon Falcone



Pierluigi de Felice



Francesco Mario Mongelli



Michele Cannoni



Romano Battisti  
New Generation



Nicholas Brezzi Villi  
New Generation



Davide Cannata  
New Generation



Matteo Celon  
New Generation



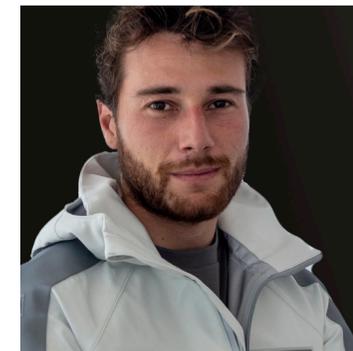
Umberto Molineris  
New Generation



Jacopo Plazzi  
New Generation



Andrea Tesei  
New Generation



Ruggero Tita  
New Generation



Enrico Voltolini  
New Generation

# THE BASE IN CAGLIARI

## 2 - Sail loft

Sails, mast, hard and soft rigging, deck equipment, painting, mechanical machining

## 3 - Support Pontoon:

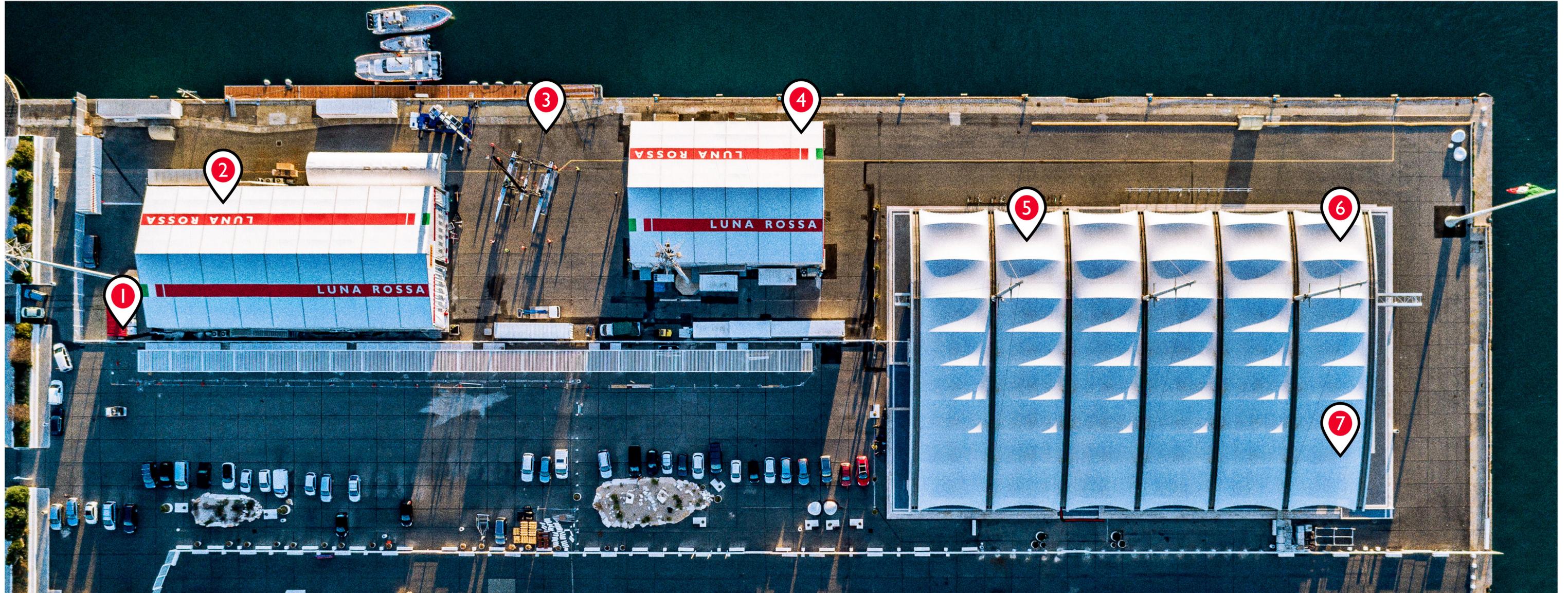
chase boats and telemetry

## 4 - Boat hangar

carbon manufacturing, hydraulics, electronics

## 6 - Ichnusa building: ground floor

canteen, gym



## 1 - Entrance

## 5 - Ichnusa building: first floor

design department, simulator, offices, administration

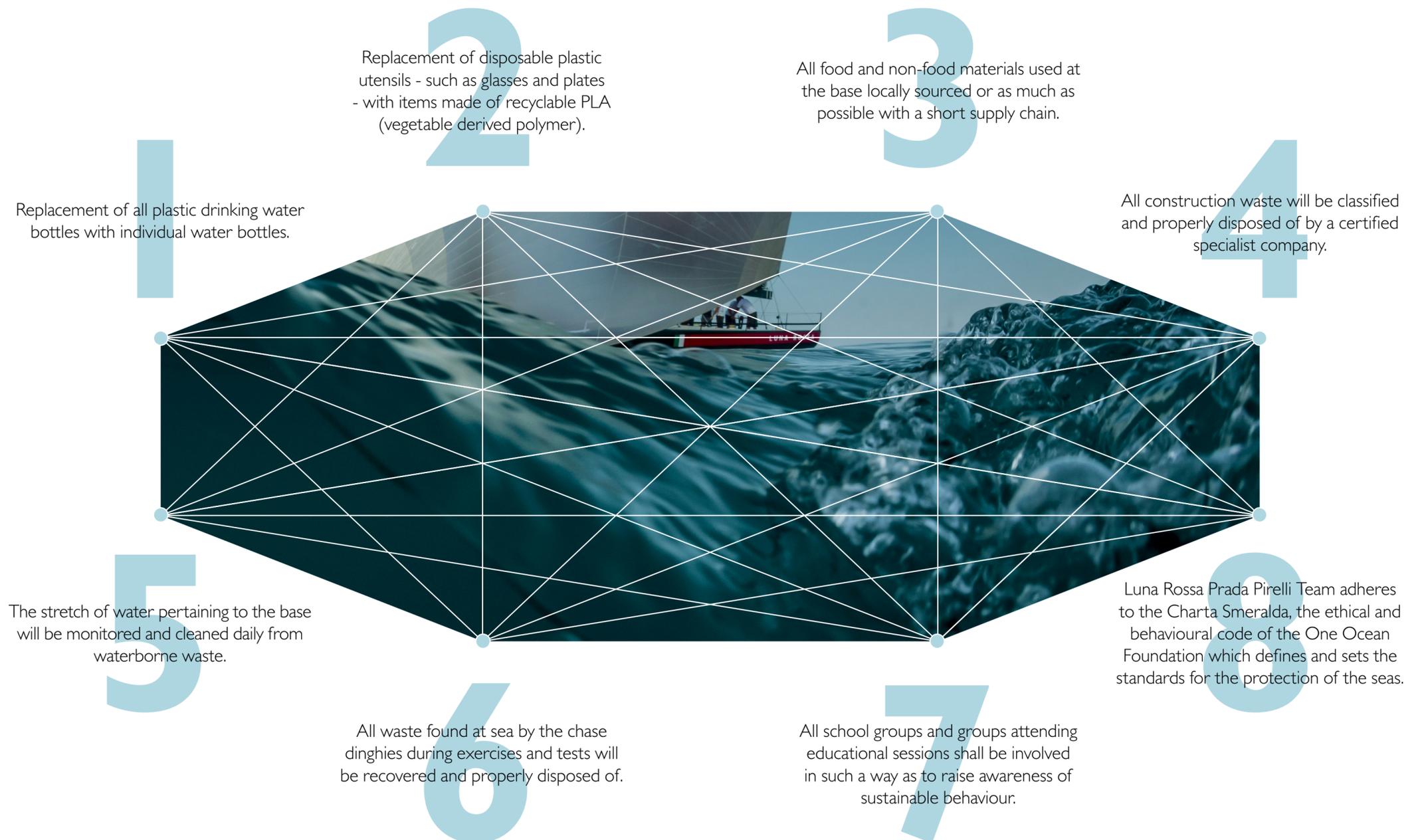
## 7 - Ichnusa building: Hospitality Room

# SUSTAINABILITY.

The sea is the origin of life and is also the planet's breathing mechanism. Never before has this gigantic ecosystem risked being definitively compromised by human waste and global warming.

The environmental crisis is something close to the Luna Rossa Prada Pirelli Team and something it has no intention of ignoring. In fact, the team has chosen to adopt the most suitable procedures to minimize waste production on land and at sea, and to raise awareness of sustainable behaviour.

Luna Rossa Prada Pirelli Team's commitment to protecting the environment in 8 points.



# LUNA ROSSA PRADA PIRELLI TEAM OPERATIONS

Interview Gilberto “Gillo” Nobili

Operation Manager – Luna Rossa Prada Pirelli Team

He won the America's Cup 2010 and 2013 editions with Oracle Team USA and in 2017 with Emirates Team New Zealand. In addition to the Cup, he has participated in several international sailing events in the TP52, Maxi and Extreme40 classes, and raced for four years (2004-2008) in the Olympic Star class as bowman to Francesco Bruni. This is his sixth America's Cup.

**What does managing an America's Cup Challenger base mean?**

When I took up this role with the Luna Rossa Prada Pirelli Team, I knew exactly what I would be dealing with from a technical standpoint. I did not imagine, however, just how important human resources management was going to be.

**What are the most complex moments you deal with at the base?**

The critical moments have yet to come. As far as I'm concerned, they'll start the moment the boat arrives. In the America's Cup one of the most difficult things is to find a balance between the hours spent on the water and those on land, between training and boat development. Then there's risk analysis and management. It's here that in the 20 years I've been involved in sailing I've seen some great mistakes made, but I've also seen some amazing solutions.

**For example?**

There are teams that spend too much time in the water and too little developing the boat or team, underestimating the risks and breakages, compromising the final result. When the boat is in the water, we cannot afford to break items that have long delivery times. If you break a keel, you're grounded for four/five months and you lose a card to play, because the number of components you can use is limited. You have to proceed in phases, optimizing the components without exposing them to elevated risks of breakage.

**How do you decide when to go out to sea and when to develop on land?**

I collect information from all team departments and integrate them with updated weather forecasts. I then verify that the plan is feasible and in line with the long-term objectives. Once completed, I share this data with the team and coordinate the sea trials. Overall, I try to take advantage of my experience to avoid making the mistakes I've seen committed in previous Cups.

**What is the typical Luna Rossa team day like?**

For the sailing team, from 7:30 to 9:00 am gym, breakfast, then everyone moves into their particular work group. At 8:00 am the shore team arrives, at 9:00 am the designers. Depending on whether it is a navigation or development day, the program can be dictated by weather forecasts. Putting the boat into the water is an activity that takes between two and three hours. You're on the water from three to six hours, then you work on the ground to fix the boat and make any modifications or improvements. Finally, there are meetings and debriefs of the day's work.

**Will the Luna Rossa Prada Pirelli Team, like the other Challengers, have a scale model of the AC75?**

Yes, we are building our “non-surrogate” of the boat, a small-scale model that will allow us to test several solutions without sacrificing the limited options which, based on the rules, will be available on the boat. The wait for the new hull is the perfect opportunity to strengthen team motivation and fine tune this living machine that will have to work to perfection in the coming months.

**What is developed entirely within the walls of the base?**

Several custom pieces that need to be integrated with the boat and other components, as well as the mechatronics - that mix of mechanics, hydraulics and electronics that allows us to manage the movements of different elements like the keel and sails. This is a part of the project that I'm personally involved in.

**How does it work in practice?**

Mechanical energy is produced by the grinders, the guys who turn the cranks; when it's not used by the winches, we can use a sort of computer to redirect it to any of the hydraulic circuits. By regulation, the underwater movement part (foil) is powered by the same standard batteries for all the teams.

**When Boat 1 is launched, what will happen?**

I imagine that the first few months after Boat 1 is launched will be rather complex, because we will have to get to know it and it won't be easy to follow the planned timetable. The time it takes to get to know the boat will have consequences on subsequent developments. Then, when the first races take place, the performance of the different hulls can be compared and we will start to understand the positives and negatives of the design choices and their sustainability over time.

**Will the new boats require considerable physical commitment from those on board?**

The crew of a traditional 72-foot race yacht is composed of 14/16 people, the AC75 foresees 11 and will sail three times faster. It is estimated that the crew will be subjected to loads way beyond those of a traditional boat of the same length. In addition, the races will last forty minutes instead of twenty like in previous editions.

**How do you balance work and rest?**

For now, I am insisting that everyone has two days of rest. There will be a time when we can no longer afford it. In the final six months of the last Cup, we didn't take a single day off. Over four years, one of the risks is burning your people out, a bit like at the Olympics: it's not those who are very strong at the halfway point who win, but those who are fitter than others at the end. The America's Cup athlete is anomalous because he must use his experience, excel at his talent, talk to the designers and work as a team to fully develop the boat.

**Your typical day?**

I get up at 5:00 am, study the weather and organize the activities. I come to the base at 7:30 am and go to the gym and then try to be home at 6:00 pm every day. At least for now.

**Are you generally satisfied in the evening?**

I have a habit of setting myself very ambitious goals, so it's unlikely to happen.



# THE STORY OF LUNA ROSSA



## 1997

The Luna Rossa team was born in Milan one evening in February after a meeting between the entrepreneur Patrizio Bertelli and the Argentinian yacht designer, German Frers, where the two men decided to participate in the 30th America's Cup. On 21st April the Punta Ala Yacht Club formally launched the challenge to the Royal New Zealand Yacht Squadron cup holder.

## 2003 Auckland

Luna Rossa decided to challenge the New Zealand team once again at the end of the race in 2000, and Luna Rossa became the Challenger of Record. The boat arrived as far as the semi-finals of the selection races against an emerging Swiss team that was destined to win the 31st America's Cup: Alinghi.

## 2013 San Francisco

The Louis Vuitton Cup kicked off in the San Francisco bay, featuring the giant AC72 flying catamarans. For the third time out of four participations, Luna Rossa qualified for the final of the Louis Vuitton Cup. However, it was the Americans with Oracle who would go on to beat the New Zealand team with a legendary comeback in the decisive match race.

## 2017 Bermuda

Luna Rossa launched its sixth challenge as Challenger of Record.

## 2000 Auckland

Luna Rossa won the Louis Vuitton Cup in Auckland, giving it the right to dispute the final race against Black Magic. It was the first time an Italian skipper, Francesco de Angelis, had participated in the final stages of the America's Cup, and it was also the first time without an American boat competing. The cup was claimed by the New Zealanders, but Luna Rossa took home a record: 38 victories out of the 49 preliminary races disputed.

## 2007 Valencia

After an absence of more than a century, the Cup once again returned to Europe. Luna Rossa defeated the American Oracle team in the semi-finals 5 to 1, also thanks to the exploits of a very young James Spithill. Luna Rossa reached the final of the Louis Vuitton Cup, five hard-fought races in which Emirates Team New Zealand came out victorious.

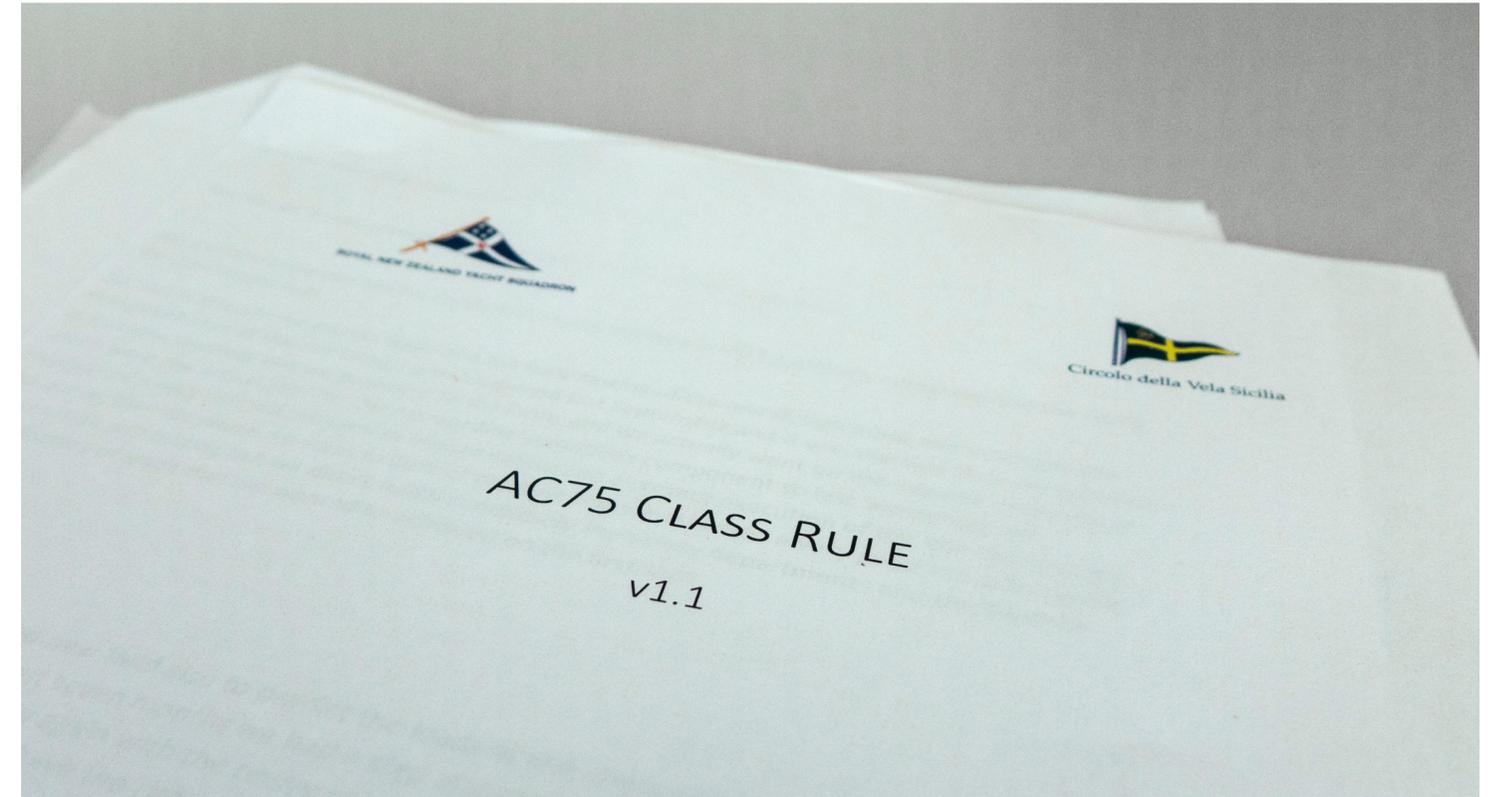
## 2015 Withdrawal

In April 2015, after launching its fifth challenge for the America's Cup, the Luna Rossa team decided to withdraw from the challenge following changes in the Class Rule that had already been approved by all participants of the 35th America's Cup, imposed unilaterally by the Defender, through an unprecedented procedure.



**3. THE 36<sup>TH</sup> AMERICA'S CUP  
PRESENTED BY PRADA**

# LUNA ROSSA AND CIRCOLO DELLA VELA SICILIA, CHALLENGER OF RECORD 36TH AMERICA'S CUP



On 26th June 2017 in the waters of Great Sound in Bermuda, Emirates Team New Zealand defeated the Defender Oracle Team USA to clinch the 35th America's Cup. It was a decisive victory of seven races to one, allowing the kiwis to win the Cup for a third time and bring it home.

On that same day, Steve Mair, Royal New Zealand Yacht Squadron commodore, and the new holder of the Cup, accepted the challenge of Circolo della Vela Sicilia, handed over by President Agostino Randazzo.

The 36th America's Cup was born: the Circolo della Vela Sicilia,

the first yacht club to hand over a legitimate challenge with Luna Rossa Prada Pirelli Team, became the official Challenger of Record, the challenger allowed to write the rules of the following Cup regatta together with the Defender.

The current Defender and the Challenger of Record share the same vision: the 36th America's Cup, due to be held in Auckland from 6th to 21st March 2021, will have an all-new character. It will combine a strong drive for innovation with the traditional values of the world's oldest trophy.

The Defender and the Challenger of Record will write the

rules of the new Cup together. On 28th September 2017 the Protocol of the 36th America's Cup was presented and after two months the concept for a new generation of boats, the AC75, was presented. An all-new foiling monohull with a length of almost 23 metres, equipped with bowsprit and an electronic hydraulic foil cant system. Boats born to fly.

To ensure maximum impartiality, Luna Rossa Challenge formed the Challenger of Record 36 (COR36), which is responsible for organizing the series of preliminary regattas among the challengers.

COR36 is an independent body that protects the interests of all Challengers and oversees the organization of the America's Cup World Series, itinerant races between the competitors of the 36th America's Cup, and the Challenger Selection Series – the Prada Cup – the preliminary selection races between challengers to be held in Auckland from January 2021.

Prada became the "presenting sponsor" of the America's Cup which is named: "The XXXVI America's Cup presented by Prada" and "title and presenting sponsor" of the Challenger Selection Series, which took on the official name of "Prada Cup".

# THE NEW BOATS OF THE AMERICA'S CUP: THE AC75 CLASS

The boats of the 36th America's Cup are the AC75 yachts, 75-foot high-performance monohulls with 5-metre T-shaped side tilting foil arms and bowsprit. Designed for spectacular match racing (one-on-one) and for close competition, they represent the state of the art of a technology destined to become the future of racing and even cruising monohulls beyond the America's Cup.

## Highlights of the AC75 class:

- Maximum two hulls for each participating team, only one of which can be modified, no more than 25%.
- Inclusion of several one-design components and/or standard elements such as foil arms, cant systems - each produced by a single supplier - and other elements to be designed following set specifics (e.g. the shape of the mast).
- Restrictions on materials and construction techniques.
- Limitations on the number of components that can be built, including hull, mast, rudder, foil and sails.
- Ban on tests in ship tanks and wind tunnels.
- Ban on sailing the two boats at the same time, except for the Defender who will be able to do so only after the Challenger selection races have commenced.
- Ban on challengers sailing and/or performing tests together, except during official races or recognized test regattas.
- Construction of the hulls must take place in the challenging club's home country. All other boat components - including masts, deck, appendages and equipment - may be produced in any country.
- During the race, a minimum of 20% of the entire crew, or three members, must be from the same nationality as the Yacht Club that launched the challenge. The crew members with different nationalities must demonstrate that they have spent at least 380 days in the country of the challenger between 1st September 2018 and 31st August 2020.

## Limits and modifications for AC75

Each component of the boat can be identified as:

- "Box Rules": element left to the design of the team, in compliance with the specifications of the AC75 class regulations.
- One-design supplied: the same for all participants, supplied by a single manufacturer.
- One-design specified: the same for all participants, manufactured by each team in compliance with the specifications of the AC75 class regulations.

Component	Rule	Quantity
Hulls	Box Rules	2
Foil Arms	One-design supplied	4
Wings	Box Rules	6
Wing Flaps	Box Rules	20
Foil Cant System	One-Design supplied	2
Rudders	Box Rules	4
Masts (shape)	One-Design Specified	3
Rigging	One-Design supplied	3
Mainsail/Soft wing	Box Rules	10
Jib or Genoa/Code 0	Box Rules	29

## Datasheet AC75 Luna Rossa

length:	75 feet – 22,86m
max beam (width):	5m
draft:	5m
mast:	26,5 m
sail area:	mainsail/soft wing 145m <sup>2</sup> - jib 80m <sup>2</sup> - code zero 180m <sup>2</sup>
weight:	6500 kg
crew:	11 people
crew weight:	990 kg
ideal grinder weight:	105 kg
expected speed:	upwind: from 25 to 38 knots
downwind:	between 32 and 50 knots (one knot = 1 mile per hour = 1,852m per hour)

\*1 knot = 1 mile nautical/h = 1852 meters/h



# CONFIGURATON MODES



**Dock configuration:**  
both foils lowered, minimum beam



**Foiling mode:**  
the leeward foil raises the hull, the windward foil provides positive righting moment



**Maximum stability:**  
foils lowered during manoeuvring

# SAILING, FOILING

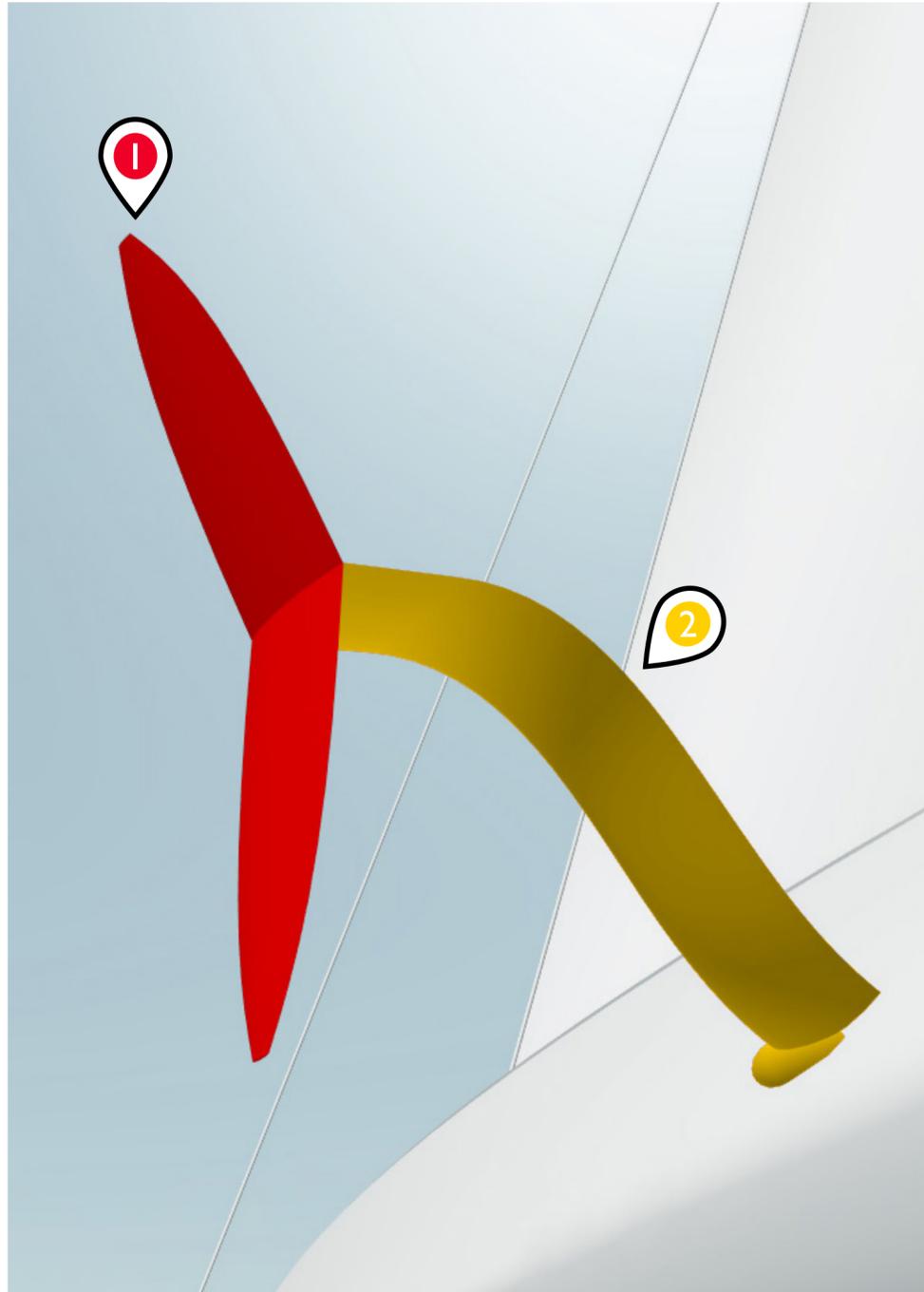


**Displacement mode**  
The hull is in the water along its entire length.

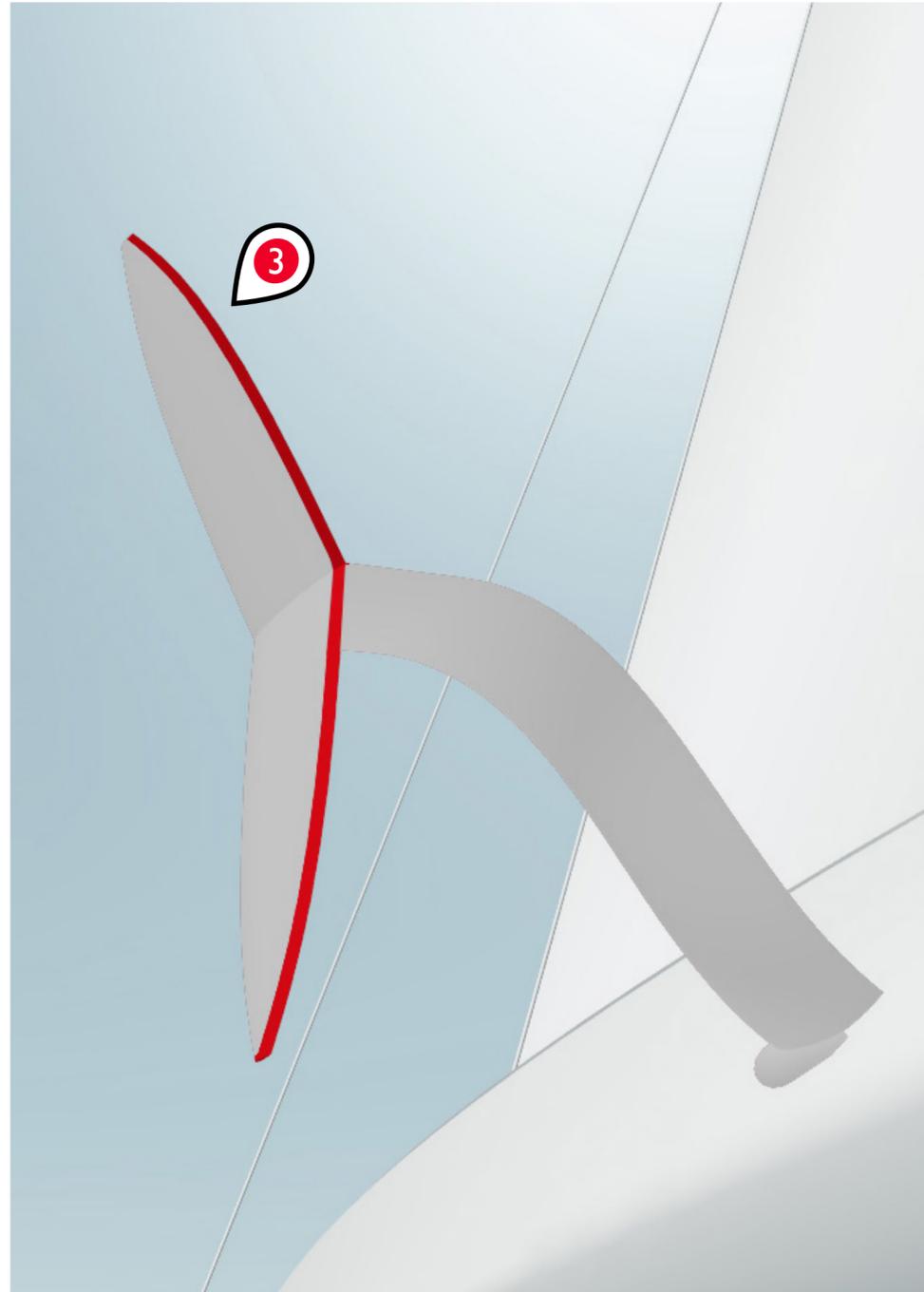


**Foiling Mode**  
The hull is raised completely out of the water.

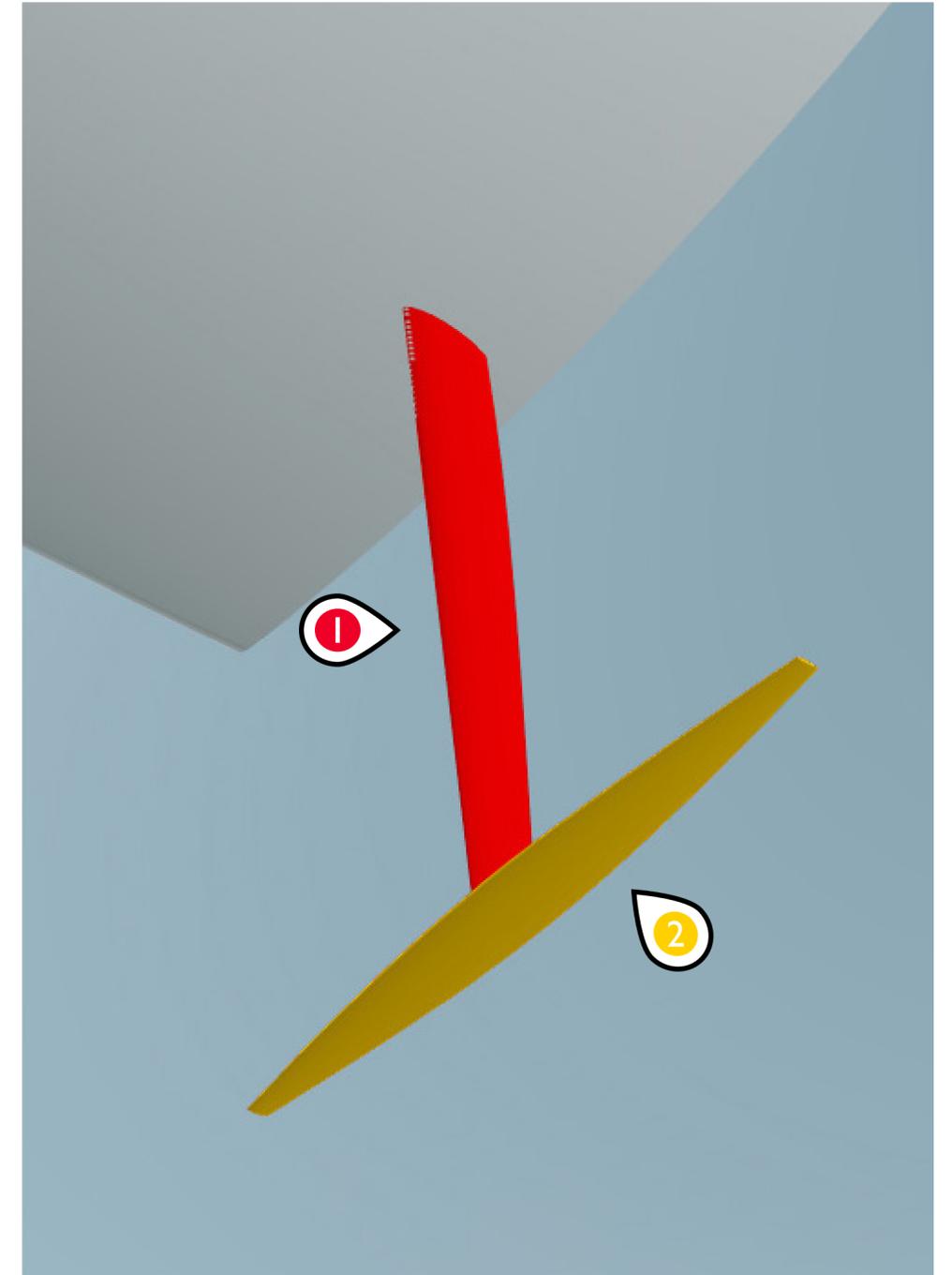
# FOIL AND RUDDER



Foil  
1 - Foil wing      2 - Foil arm



Foil  
3 - Foil wing flap



Rudder  
1 - Rudder      2 - Elevator

# SAIL PLAN



1 - Jib

2 - Soft wing



3 - Code Zero

# SAFETY

The AC75s are spectacular boats capable of reaching speeds of around 50 knots (approximately 100 km/h or 58mph) but are also complex and hard to manage. The hulls may undergo sudden strong decelerations and even capsize. Therefore the sailors on board must be properly equipped and trained for the most extreme situations.

## Instruments and safety procedures

Each member of the Luna Rossa team wears a helmet, a life jacket, and carries an oxygen reserve and a personal knife. Other knives are located on the boat. Even if the boats are self-righting, in the event of a capsize, indicators that are visible underwater are mounted on the internal bulkheads of the boat to indicate escape routes from the hull.

## Prevention

All members of the Luna Rossa Prada Pirelli Team have been trained with BLS (Basic Life Support and Defibrillation) pulmonary resuscitation courses, cylinder breathing and man overboard recovery.

The helmet is worn only by those on board, so that, in the case of man overboard or capsizing, it is easier to count the safe crew members and, where necessary, concentrate efforts on recovering missing ones. There are doctors and divers on the chase boats, ready to intervene whenever necessary.

## Dedicated training sessions

The AC75 yachts of the next America's Cup can capsize, so swimming and underwater training sessions are planned. Even if every sailor on board has his own supply of oxygen, what makes the difference is the tranquillity with which teams face the possibility of capsizing. When calm, the oxygen reserves can last up to eight minutes, when panicking, just a minute.



### 1 - helmet

The helmet is worn by those on board, so that, in the event of “man overboard” or capsizing, it is easier to count the safe crew members and, where necessary, concentrate efforts on recovering missing ones.

### 2 - personal knife

To ensure maximum speed in case of serious danger, the sailing team is also equipped with an individual knife to be used in the event of any crew member being caught in difficult situations. It is located in the front pocket of the life jacket so it can be extracted as quickly as possible.

### 3 - life jacket

Life jackets are worn by every person on board, in order to ensure their safety should they fall into the water. It is a very technical and light product that allows freedom of movement but is also an extremely useful tool in the event of a collision or capsizing.

### 4 - oxygen reserve

Each crew member is equipped with an oxygen tank (small in size) useful for their own survival or to assist others in case of emergency. It is located in the back/side pocket of the life jacket.

# THE BOATS WE WILL SEE

Interview Horacio Carabelli

Design Coordinator – Luna Rossa Prada Pirelli Team

Born in Montevideo, Brazilian by adoption, mechanical engineer and naval architect, as a sailor he cut his teeth on dinghies, Olympic classes and offshore regattas. From 2004 to 2012 he participated in three editions of the Volvo Ocean Race (around the world stage race), winning in 2008-2009 with the Ericsson 4 team. As a designer, he has taken part in four America's Cup editions. It is his second campaign with Luna Rossa and currently, together with Martin Fischer, he coordinates the Design team.

**An engineer, naval architect, but also a racer and a sailor. Are you always able to differentiate between the practical and the more theoretical aspects of your work?**

I think there are different moments in life and now my role is at the computer.

The America's Cup has changed considerably, and its technological aspects are now truly catalysing.

**From the rules in the protocol, what kind of boats are you expecting for the next Cup?**

These hulls will create a void between anything we've seen at sea so far. There will be very sophisticated foil control systems. And the manoeuvres at the start with these external swing arms will be something completely new.

**Will they stand up easily on foils?**

They won't need much wind to lift themselves up. The real challenge will be to keep the boats flying constantly from start to finish.

**Will they fly lower or higher than last year's catamarans?**

We think they will perform best tucked down low closer to the water.

**What is the difference between a flying catamaran and a flying monohull?**

A catamaran has a greater initial stability that is partially lost in flight. The opposite happens in a monohull that is more unstable during normal sailing and gains when up in the air. In sailing the monohull you have to be more careful about dosing the power to avoid capsizing, yet when you're in flight you can close the soft wing a lot more.

**What is the wind range you will race in?**

From 6 to 25 knots, and the boats will fly at around 15.

**The foil arm, the mast and some parts will be standard, while others are open to research and team development. As a designer, do you like this choice, or would you have preferred fewer limitations?**

I think it's a good compromise. The most interesting parts are still open.

**What is a soft wing? How does it work?**

It is an aerodynamic mainsail whose upper shape can be customized. It will be raised on the double channel of a D-section mast. Compared to a traditional sail this will give more power and more control at the same time.

**And what other sails will there be?**

The jib and then a Code Zero, a furling bow sail for light winds and in displacement mode.

**Where does the role of on-board electronics stop?**

No command can be created that receives feedback from the boat and regulates itself, so no form of autopilot is allowed. Control must always remain in human hands.

**Can you summarize the characteristics for which a sailboat sails, planes and flies?**

The boat floats and displaces until the speed creates a longer wave than its length at the waterline. Then, it enters a semi-displacement mode. When it overtakes its own wave, it starts planing. At that point if the hull has a foil, the boat rises and flies.

**Do you think that in the future we will also see foils on everyday boats?**

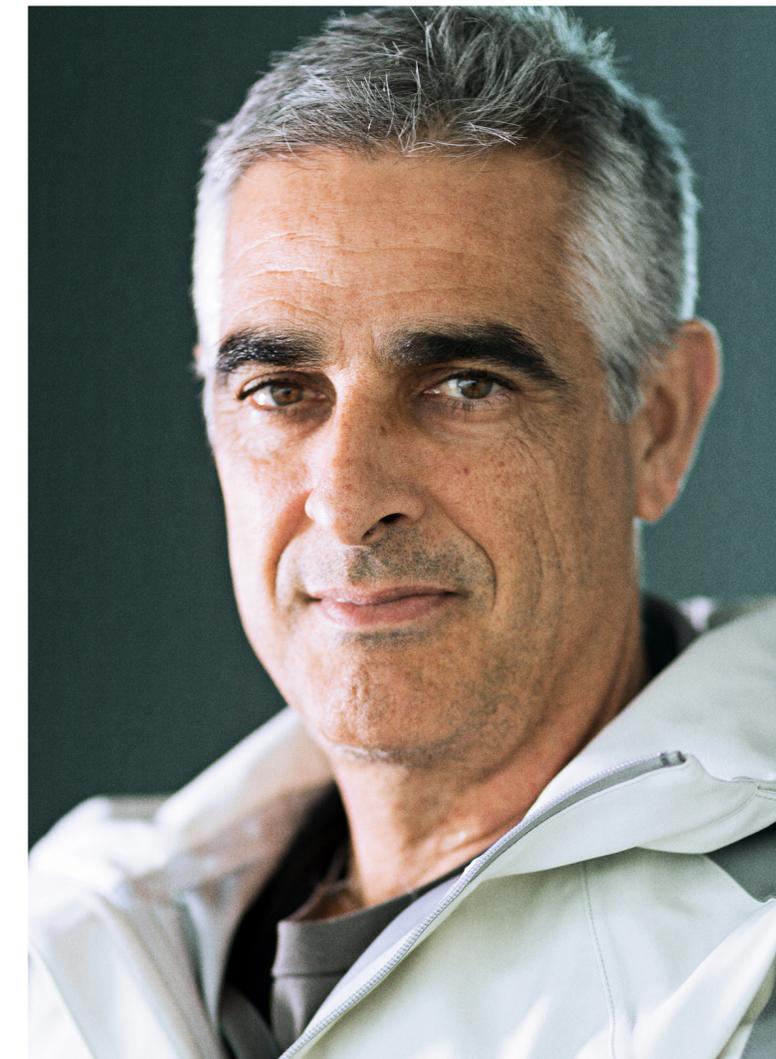
I think there will be boats with entire families on board, all of whom will fly.

**Of the various departments of Luna Rossa, the Design team is the largest, with 37 engineers. How is the work organized within this team?**

There is a department dedicated to naval architecture, one to structural engineering, one to mechanical engineering and one to aero-hydro dynamics. A group of sailors also participates in the groups, as they are the ones who will be on board. To achieve the greatest results for the project, it is essential that information circulates freely, not only within the design team but also between crew members.

**In addition to data, how important is it for the members of the Design team to get on board and receive physical feedback about the options they're testing?**

The feeling on the boat remains fundamental, even for the designers.



# THE AMERICA'S CUP WORLD SERIES AND THE PRADA CUP

## America's Cup World Series

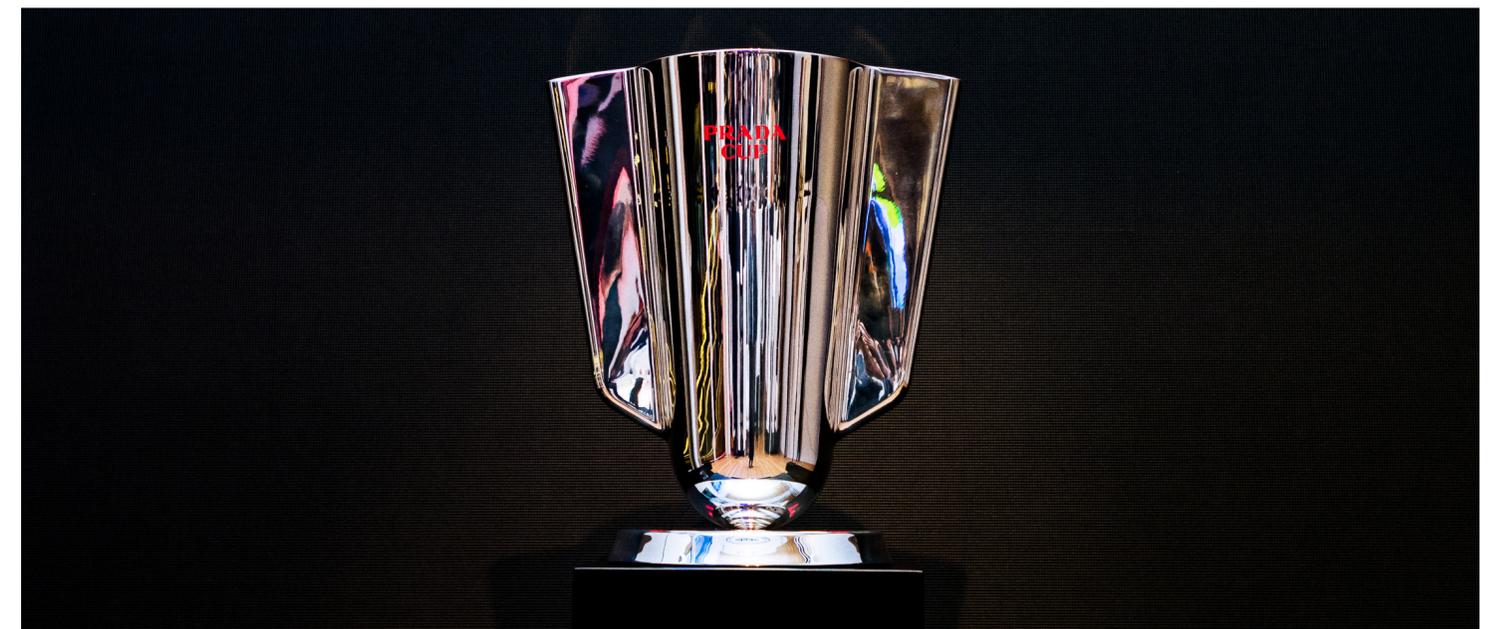
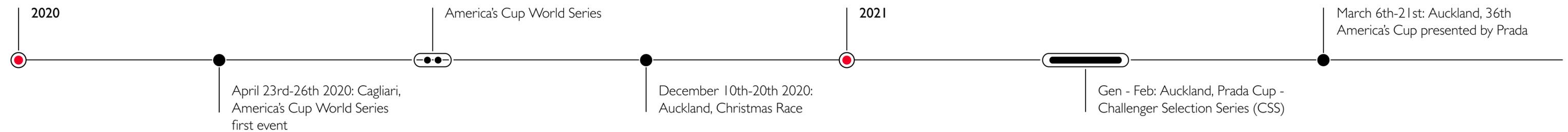
For all teams, the America's Cup World Series is the first opportunity to race against each other. For the public it is the first opportunity to see a new generation of monohulls at sea showing what they can do. This series of preliminary races will be disputed between the AC75 boats in various stages around the world. All teams must race at all events to take part in the Challenger Selection Series

and America's Cup matches. The first leg of the America's Cup World Series will take place in Cagliari, Sardinia, from April 23rd to April 26th 2020. The second, third and possible fourth rounds are still being defined. The Christmas Race, the preliminary race of the Prada Cup, will take place in Auckland from December 10th to 20th 2020.

## Prada Cup

The Prada Cup will start in January 2021 in Auckland and will see the Challengers face off in the Round Robins to determine the team to challenge the Defender, Emirates Team New Zealand, for the oldest trophy in sport, the America's Cup.

In November 2018, Patrizio Bertelli, President of Luna Rossa Challenge and CEO of the Prada Group, revealed the silver trophy that the winning team of the Challengers will win, designed by Marc Newson and handcrafted by Florentine silversmiths.

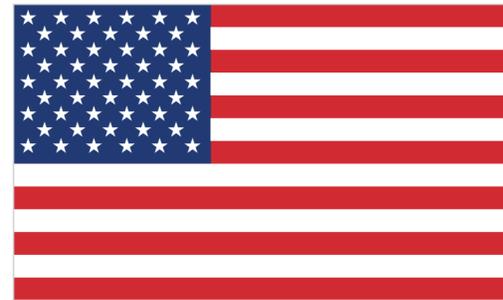


# CHALLENGERS



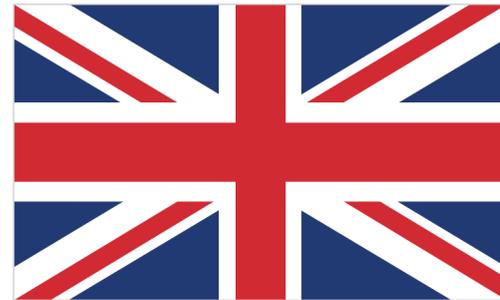
**Luna Rossa Prada Pirelli Team**  
Circolo della Vela Sicilia

**Max Sirena**  
Team Director & Skipper



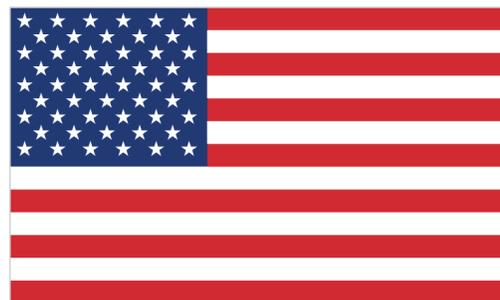
**American Magic**  
New York Yacht Club

**Terry Hutchinson**  
Executive Director & Skipper



**Ineos Team UK**  
Royal Yacht Squadron Racing

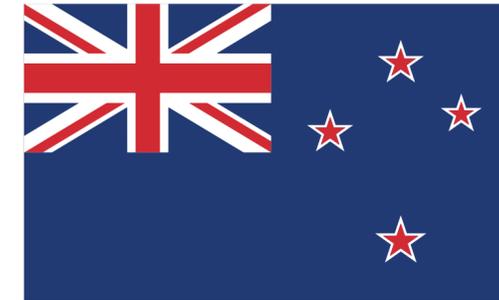
**Sir Ben Ainslie**  
Team Principal & Skipper



**Stars & Stripes Team USA**  
Long Beach Yacht Club

**Mike Buckley**  
Skipper

# DEFENDER



**Emirates Team New Zealand**  
Royal New Zealand Yacht Squadron

**Grant Dalton**  
CEO



# THE MAN BEHIND THE PRADA CUP

Interview Laurent Esquier  
CEO Challenger of Record America's Cup 36

After taking part in no less than 12 editions of the America's Cup - the first with Baron Bich in 1974 - Laurent Esquier is the man entrusted with the task of managing the Challenger of Record, the organizer of the America's Cup World Series and the Prada Cup. Two international events that are far more than a sporting challenge.

## What kind of cup will this be?

Two elements will make a difference in this America's Cup. The first is the technological aspect, which will dramatically change the way this sport is perceived: we will see monohull sailboats rise up out of the water.

The second is the way the event is communicated because the publication of information across various digital platforms will draw people directly into the event and will capture an audience that has never been reached before.

## What is the relationship between the Challenger of Record 36 and the Defender?

With the new rules, the organizational role of the preliminary races between the challengers has been returned to the COR 36, this means that the relations with the Defender are on several levels: opponents for everything concerning the challenge between the boats, allies in building the best event possible.

## What does it mean to organize the Prada Cup?

Our role is to select the most suitable challenger to race against the Defender and compete for the 36th America's Cup, organizing the preliminary races between the various challengers at a level that is both highly technical and as impartial as possible.

## So, impartiality is a core value of the Prada Cup?

The COR 36 is an independent body and is therefore as distant from the Luna Rossa Prada Pirelli Team as it is from the other Challengers.

The independent competition officials are selected from the most competent professionals in the world.

## The event won't just be enjoyed in the sports context...

We have set out our vision to make the most of all the digital opportunities and create a highly-visible international event from start to finish. From the America's Cup World Series to the final race. This vision is cherished by everyone taking part in the Cup and must be shared with the public globally through broadcast, digital and social media channels.

## What will the lead up to the regattas in Auckland look like?

We will have three America's Cup World Series events that will involve all challengers: the first in Cagliari in April 2020, one in the United States, and the others we're still defining. At the end of the Series, after the Christmas Race in Auckland, a formal ranking chart will be drawn up in order to organize the race calendar for the first phase of the Prada Cup. The selection races - the Prada Cup - are just match-races and will begin in January 2021 and will end in February. Then, on 6th March, the 36th America's Cup will start, which is the final match between the winner of the Prada Cup and Team New Zealand, Defender and winner of the 35th edition. The program will be organized so that the crews can develop their boats between one phase of the Prada Cup and the following ones.

## Could you live without the America's Cup?

Even though my wife says yes, I'm not entirely convinced. It is a daily battle I happily get out of bed for every morning.



# THE HISTORY OF THE AMERICA'S CUP



## 1851 – 1883

In 1851, the American schooner "America" won the regatta around the Isle of Wight off the English coast, leaving the 15-strong British fleet in its wake. And so the America's Cup was born.

## 1887 – 1995

With Stars & Stripes, the Americans avenged the loss at Fremantle in 1887. The Cup returned to the United States once more, with the match held in San Diego in 1988. The America's Cup was held again in San Diego in 1992 and 1995. In this last event, the New Zealanders claimed their first victory in the history of the America's Cup with "Black Magic", bringing the Cup to New Zealand.

## 2003 - 2010

The Swiss took the event to Valencia and in 2007 Alinghi successfully defended the trophy, to subsequently lose it to the Oracle Team USA trimaran in 2010.

## 2017

In Bermuda, Emirates Team New Zealand defeated Oracle Team USA with a score of 7-1, making it the Defender of the 36th America's Cup.



## 1983 – 1987

Australia II defeated the American yacht "Liberty" to win the America's Cup in Newport, becoming the first challenger to seize the America's Cup from the Americans in 132 years.

## 1995 – 2003

The America's Cup was held in Auckland in 2000 and was successfully defended by the New Zealanders against Luna Rossa. The next edition in 2003 was won, once again in Auckland, by the newly-formed Swiss team Alinghi, who brought the Cup back Europe after an absence of 152 years.

## 2010 - 2017

Oracle Team USA brought the Cup to San Francisco for the 2013 event on board the revolutionary AC72 wing sail catamarans equipped with foils and defended the trophy, coming back from 1 to 8 to the final result of 9 to 8. The 35th America's Cup was held in Bermuda in 2017.



# 4. CO-TITLE SPONSORS

In order to create a competitive challenge to the America's Cup it is not enough to simply perfect what has always been done and continue with tradition. You have to try and picture the future and do everything in your power to make it happen. This is something that Luna Rossa Prada Pirelli Team is focused on achieving every day. A challenge within a challenge, championed by Prada and Pirelli, two exceptional Italian industrial groups for whom the future is always an opportunity.



# PRADA

## PRADA

Prada was established in Milan in 1913 by Mario Prada, Miuccia Prada's grandfather, in the prestigious Galleria Vittorio Emanuele II in the heart of downtown Milan.

Back then, Prada was a single exclusive and refined boutique selling luxury items and travel accessories, made by expert craftsmen in precious materials and leathers and using sophisticated techniques. It wasn't long before the shop in Galleria Vittorio Emanuele II became a favourite port of call for the aristocracy and the more refined and elegant members of Europe's upper classes. In 1919, Prada was appointed Official Supplier to the Italian Royal Household; as such, it incorporated the House of Savoy's coat of arms and knotted rope design into its logo. At the end of the 1970s, at a trade fair, Patrizio Bertelli met Miuccia Prada - who later became his wife - and signed an agreement with her for the production and distribution of leather goods under the Prada brand; this was the beginning of a partnership whose success is renowned and exemplified by the history of the Prada Group, one of the world leaders in the luxury goods market.

Patrizio Bertelli's ability to perceive the changes in fashion and the market, and to grasp its aspirations, lead him to revisit the Prada brand image without altering its DNA, adding a modern approach to the brand's know-how and centennial history. Then, by bringing all internal processes together, he introduced an innovative business model in order to achieve full control of the production line and the highest levels quality and attention to detail.

At the same time, Miuccia Prada's profound cultural roots, and her unconventional way of observing society and the environment, allowed her to anticipate trends with innovative ideas that never transcended the fundamental value of the company's historic craftsmanship; a delicate balance that catapulted the company into the international arena, allowing Prada to be nominated as one of the world's one hundred most valuable brands in the Interbrand ranking.

During the 1980s Prada grows exponentially, resulting in the creation of the women's footwear collections in 1983, the launch of the Prada Donna clothing line in 1988, and in the birth of Miu Miu - a brand with a strong, provocative and sophisticated personality that is also casual and avant-garde - and the Prada Uomo line. Later on, in 1999, Prada acquired

Church's, the leading brand in the luxury classic footwear sector, followed in 2001 by Car Shoe, inventor of the driving moccasin with soft sole with small rubber inserts, patented in 1963, followed by the luxury pastry shop Marchesi 1824 in 2014. In 2000 the Prada and Miu Miu eyewear collections were launched, followed by the fragrance collections for both brands. At the same time, the distribution network for all brands was developed in line with an international expansion plan of directly-operated stores. At the end of the nineties, Patrizio Bertelli and Miuccia Prada decided to revisit the concept of shopping in collaboration with the finest architects such as Rem Koolhaas and Herzog & de Meuron (both winners of the Pritzker Prize). Thus the highly-acclaimed "Prada Epicentres" - complementary sales points to the traditional boutique network - became urban architectural points of reference in which luxury products, design and cutting-edge technology merge into a series of exclusive experiences and services. Just an example that would later be a concept imitated by the largest brands in the sector.

On June 24th 2011, Prada SpA listed 20% of its shares on the Hong Kong stock exchange (HKSE).

The Prada Group currently has 634 directly operated stores in 70 countries. It has a turnover of 3.1 billion euros and over 13,000 direct employees worldwide (figures as at 31st December 2018). The Prada Group's horizons transcend the

boundaries of fashion: art, architecture, cinema, culture and sport are an integral part of the brand's fundamental values.

In 1993, Fondazione Prada was founded with the aim of organizing and sponsoring contemporary art exhibitions, film reviews and many other cultural activities that have received international acclaim and recognition. In May 2011, Fondazione Prada opened an exhibition space in Venice in the eighteenth-century Ca' Corner della Regina palace, overlooking the Grand Canal, whose preservation and repair is also under the care of Fondazione Prada. In May 2015, it inaugurated its permanent 19,000m<sup>2</sup> venue in Largo Isarco, Milan in a former industrial complex of the early twentieth century reinterpreted by Rem Koolhaas, which quickly became one of the world's predominant artistic and cultural centres and a celebrated public focal point.

Finally, in December 2016, the Observatory was inaugurated, a site dedicated to photography in Milan's historic Galleria Vittorio Emanuele II.

A fervent sailor, in 1997 Patrizio Bertelli created the "Prada Challenge for the America's Cup 2000" team, launching the challenge to the America's Cup, the oldest trophy in the history of sport and the most legendary international sailing competition.

Prada participated as a sponsor of the "Luna Rossa Challenge" team in four editions of the America's Cup (2000, 2003, 2007

and 2013), winning the challengers selection in 2000 and reaching the finals in 2007 and 2013. In June 2017, Luna Rossa once again launched a challenge for the America's Cup, becoming the Challenger of Record of the 36th edition, to be held in Auckland, New Zealand, in 2021.

In addition, Prada became Title Sponsor of the challenger selection regattas - now called "Prada Cup" - and Presenting Sponsor of the 36th America's Cup.

In 2012 Patrizio Bertelli was the first Italian to be inducted in the America's Cup Hall of Fame.



# PIRELLI



Pirelli was founded in Milan in 1872 and today stands as a global brand known for its cutting edge technology, high-end production excellence and passion for innovation that draws heavily on its Italian roots.

With 19 production plants in 12 countries and a commercial presence in over 160, Pirelli has around 31,500 employees and registered a turnover of approximately €5.2 billion in 2018. It is among the world's leading manufacturers of tyres and associated services and the only one focused solely on the Consumer tyre market, which includes tyres for cars, motorcycles and bicycles.

The origin of Pirelli dates back almost a century and a half ago when Giovanni Battista Pirelli founded a limited partnership, "G.B. Pirelli & C.", in Milan to produce elastic rubber items. In 1873, the first plant for the production plant was built in Milano. Later, the rubber band production line for carriages was started, and the first tyre for velocipedes was launched, which resulted from a number of innovations in the preparation of materials and manufacture of tyres.

In 1901, the production of car tyres began which was coupled with growth specifically based on two major factors: care for technological development of processes and products and the support of an ongoing commitment in racing, and a strong geographic expansion.

Pirelli's expansion in its reference markets began in the early 1900s with the opening of the plants in Barcelona (Spain, 1902), Southampton (England, 1903), Buenos Aires (Argentina, 1917), Manresa (Spain, 1924) and Burton on Trent (England, 1928). In those years, the Group strengthened its commitment in racing; in 1907 the Itala car equipped with Pirelli tires won the Beijing - Paris raid and in 1913, the first Grand Prix of the Automobile Club of France was won by a car fitted with Pirelli tyres.

In 1922, the limited shares partnership Pirelli & C. was listed at the Milan Stock Exchange. Again in the Twenties, Società Italiana Pirelli - the outcome of a reorganization of Pirelli & C. - was listed at the New York Stock Exchange, allowing Gruppo Pirelli to become the first Italian Group with shares

traded on the US market.

During the Sixties and Seventies, a further step to develop the strategy geared on geographic expansion and technological innovation was made. In 1960, plants at Patras (Greece), and Izmit (Turkey), as well as Gravataí (Brazil) were opened; while in 1963, Veith Gummiwerke AG, a tyre company based in Germany, was acquired.

In the 1980s, the first radial tire for motorcycles was introduced. Geographic expansion was further consolidated with the opening of the Brazilian plants at Sumaré (1984) and Feira de Santana (1986) as well as the acquisition of Metzeler Kaotschuck AG, a German company whose motorcycle tyre production was very popular (1986). This helped achieve better competitive positioning in this segment. In 1988, with the acquisition of Armstrong Tyre Company, a US-based tyre manufacturer, the first of many actions to enter the North American market was accomplished.

In 2001, based on an on-going technological research effort, Pirelli started producing with their MIRS (Modular Integrated Robotized System) technology which was to substantially

change Pirelli's tyre building process. In 2003, the CCM-based (Continuous Compound Mixing) technology room was introduced to test innovative mixes and materials.

In 2006 Pirelli opened its first car tyre plant at Slatina in Romania. In 2008, the Settimo Torinese industrial plant project took off. The plant was to be the result from the integration of two factories and was to become the most technologically advanced in the entire Group. Research to develop technologies on tyre energy efficiency also gained momentum, and in 2009 Cinturato P7 was introduced, the first high-performance tyre based on a "green philosophy".

In 2010, one year after setting up, the Pirelli Foundation was established to safeguard, protect and enhance Pirelli's historical heritage as well as promoting entrepreneurial culture as an integral part of Italy's cultural heritage.

In March 2015, the Camfin, LTI and Coinv shareholders signed with ChemChina and its controlled company CNRC (China National Tire & Rubber Corporation, Ltd. ("CNRC")) a long-term industrial partnership with Pirelli. Through Marco Polo

Industrial Holding, which was later to be merged into Pirelli on June 2016, the parties promoted a Public Tender Offer on the company which was to be delisted from the Milan Stock Exchange on November 2015.

Pirelli returned to the stock market on October 4, 2017, following a re-organization process which led to the separation of the Industrial business and to the focus on the Consumer business, enriched with new proficiencies also through the creation of new departments and business: Consumer Marketing, Digital, Data Science, Cyber and Velo.

Pirelli's technological excellence is also the result of innovations and know-how gleaned from sports competitions, an area in which the company has been active for over 110 years, and currently Pirelli is present in over 350 car and motorcycle sporting competitions and has been the sole Global Tyre Partner to the Formula One™ World Championship since 2011, a contract recently renewed until 2023.

And Pirelli's presence in sports is not limited to motorsport. In 1995, Pirelli and Inter commenced what is now the world's longest-running football sponsorship. In addition, Pirelli supports the FIS Alpine Ski World Championships, the IIHF Ice Hockey World Championships and the Italian Winter Sports Federation. In addition, through the Pirelli Design division, Pirelli contributed to the design of the sports skis by Blossom. In the nautical field, on the other hand, together with Tecnorib, Pirelli offers a range of speedboats, from small tenders to 19-metre boats. Pirelli has made its presence felt in various sailing competitions, currently in The America's Cup and previously by organizing Pirelli Regattas.

For Pirelli, the journey to Auckland 2021 represents the second participation in The America's Cup, now on Luna Rossa Prada Pirelli Team's sails with which it shares those core values that guide the choices of both: competition, technology, teamwork, Italianness.



# 5. SPONSORSHIP

## OFFICIAL SPONSOR

### PANERAI

For Panerai, water is the natural element. The wearer of a Panerai watch always seeks strong and extreme experiences. Being part of the Luna Rossa challenge means being part of the history of one of the world's most spectacular and exciting competitions, where technological research is extreme and takes on the elements of nature. The same ecosystem in which the Panerai Laboratory of Ideas lives and breathes. For Max Sirena and the entire Luna Rossa Sailing team, Panerai has created a collection of exceptional, avant-garde watches, directly inspired by the technologies and materials used in the America's Cup. The first is the SUBMERSIBLE LUNA ROSSA, a professional diving watch that is waterproof up to 300 metres (30 bar) with a carbon fibre case, like the hull of the Luna Rossa AC75. "Technical innovation, Italian excellence, love of the sea and boldness. The partnership between Panerai and Luna Rossa - declared Jean-Marc Pontroué, CEO of Panerai - embodies all the values with which our brand is so strongly linked".



## TECHNICAL PARTNER



As the official technical partner, The Woolmark Company supports the Luna Rossa Prada Pirelli Team in the research and development of wool-rich technical garments to be worn by the entire sailing team during training, sailing and offshore activities

The new partnership highlights the strong link between the world of sport and the world's original performance fibre - Merino wool.

The Woolmark-certified Team Luna Rossa Prada Pirelli crew uniform includes: waterproof jacket, soft shell jacket, polo shirt, T-shirt, wet jacket, blouson, wetsuit and base-layers.

As the world's oldest fibre, Merino wool is 100% natural, renewable, biodegradable and is the most recycled apparel fibre on the planet. The use of wool in the Luna Rossa Prada

Pirelli team uniforms offers a natural solution with reduced environmental impact and will be tested by the finest athletes through this technical partnership.

The Woolmark Company is the global authority on Merino wool. Through its extensive network of relationships spanning the international textile and fashion industries, the company highlights the position of Merino wool as the ultimate natural fibre and premier ingredient in luxury apparel.



# 6. OFFICIAL SUPPLIERS

Luna Rossa Prada Pirelli Team is particularly proud to collaborate with exceptional companies who have not limited themselves to supplying their own products, but have gone further, making the best of their know-how and technology available, in order to be partners in the truest sense of the word and become active players of the challenge.



## Parmigiano Reggiano

The alliance between the Parmigiano Reggiano Consortium and the Luna Rossa team is natural. Parmigiano Reggiano is a perfect ally for the health and psycho-physical wellbeing of athletes: it is rich in minerals and nutrients, it is a beneficial source of fat that is readily available both during training and sailing races. It will be a tasty and valuable travel mate for the team.



## Teorema e Wärtsilä Italia

Teorema and Wärtsilä Italia supply tools to analyse and interpret data from previous campaigns, allowing Luna Rossa's Design team to define the parameters and variables that will increase the performance of the boat in the various navigation conditions



## Garmin

In the 36th America's Cup, navigation instruments, sensors and action cameras play an increasingly important role. Only the highest levels of technology are welcome on board extreme racing boats like the AC75, and Garmin is pushing the limits once more. A range of products destined to bring new opportunities to cruise boats in the near future.



## TechnoGym

The partnership between Technogym and Luna Rossa dates back to 1998. For this challenge, Technogym has equipped the Luna Rossa gym with the latest and most innovative equipment from their SKILL LINE range, specifically designed for the correct training of the Sailing team, helping them develop a mix of physical power, flexibility and speed of movement.



shaping tomorrow with you

## Fujitsu

To create reliable and effective simulations of Luna Rossa's performance at sea, computers with enormous processing power and graphic performance are crucial. Designed precisely to reach this level of virtual reality, Fujitsu Celsius workstations are used by the Luna Rossa Design team to develop the first digital prototype of the AC75.



## Microsoft

Being even a nanosecond faster than the opponents: this is the goal that the Microsoft Commercial Software Engineering (CSE) team shared with the Luna Rossa Prada Pirelli Team through the collection and analysis of data coming from the numerous devices on board. The speed of the boat in the next America's Cup will also depend on how these numbers are successfully interpreted.



## Esteco

Esteco modeFrontier is the automation and numerical optimization tool of choice that allows programmers and designers to reduce complexity, improve efficiency and cut development time. It was chosen by the Luna Rossa Design team as the ideal base to develop the virtual 3D models of its boats, especially for the optimization of wing profiles.



## Ruckus Network

Leader in the field of wired and wireless technologies, Ruckus Network supports the challenge of Luna Rossa with its patented, high-performance and simplified management radio technology, contributing to the team's Information Technology infrastructure.

# CREATIVE PARTNER



## M&C Saatchi

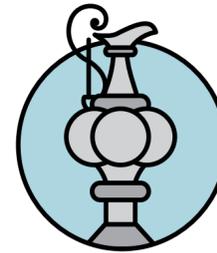
M&C Saatchi, a young independent communication agency, is proud to accompany Luna Rossa Prada Pirelli Team on their journey towards the America's Cup, and to support it in telling the story of this epic adventure.

Together with Luna Rossa Prada Pirelli Team, M&C Saatchi shares a passion for challenges, daily improvement, and the free spirit of those who journey on the water.

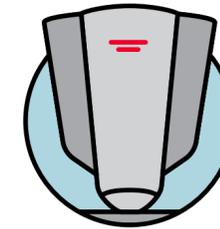
# 7. AMERICA'S CUP GLOSSARY



Protocol: the document that governs the organization of a specific edition of the America's Cup, from which all measurement regulations for the construction of the participating boats are defined.



Defender: the winner of the previous edition of the event and current holder of the America's Cup trophy.



Prada Cup: the trophy awarded to the winner of the Challenger Selection Series, who will challenge the Defender in the final match of the America's Cup. To win the America's Cup, the Prada Cup must first be won.



Deed of Gift: the primary instrument that governs the rules of the America's Cup which is registered at the New York Supreme Court by the New York Yacht Club (the Cup participants must adhere to it if the Challenger of Record and the Defender cannot find an agreement on the rules to dispute a certain edition of the Cup).



Challenger: a Yacht Club that submits a challenge to the America's Cup defending Yacht Club. It is represented by the team that competes in the regattas.



ACWS: America's Cup World Series are itinerant regattas in which both Challenger and Defender will participate.

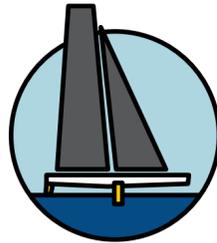


Challenger of Record: the first Yacht Club and team to launch a challenge to the Defender.



Match races: "one on one" regattas where the start is preceded by a period in which the boats try to gain the best position on the starting line. It differs from fleet regattas in which there are more than two boats competing.

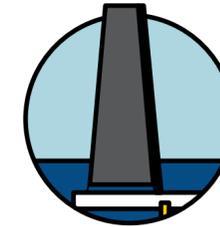
# AMERICA'S CUP GLOSSARY



AC75 Class Yacht: the class of boats competing in the 36th America's Cup. 75 foot monohulls, equipped with bowsprit and tilting side foils that allow the boats "to fly".



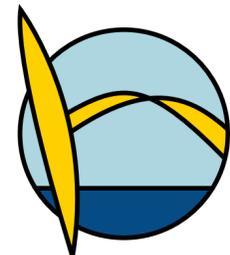
Mechatronics: a science that brings together mechanics, hydraulics and electronics, used to manage and develop the movements of on-board components.



Soft wing: non-rigid mainsail, with a wing profile, formed by two parallel sails that hoisted together on the D-section mast.



Box Rules: rules that govern the design of the new AC75 class.



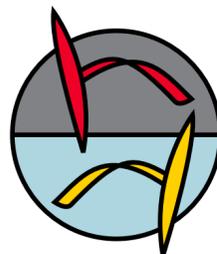
Foil: a wing-shaped appendage, consisting of foil arm and a wing with trailing edge flaps. These can control the hydrodynamic flow, allowing the hull to rise from the surface of the water reducing the drag and resulting in very high speeds.



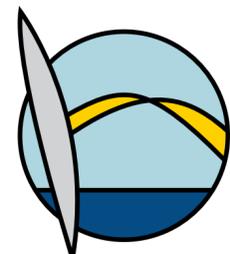
Jib: a bow sail that rises on the stay.



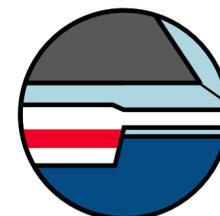
Code Zero: large asymmetrical furling sail, fitted to the bowsprit, for use in light wind conditions.



One-design/monotype: standard elements that by regulation are the same for all participants, to which it is not possible to perform any research, development or modifications.



Foil arm: appendage on whose extremity the foil wings are assembled. This arm can be raised and lowered from the water to allow the boat to fly. This is a one design component in the 36th AC.



Bowsprit: a spar extending out from the yacht's bow, to which the forestay of the Code Zero is attached.