





Victory of the Louis Vuitton Cup | Auckland, New Zealand, 2000

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I. AMERICA'S CUP HISTORY

The America's Cup is the oldest trophy in the history of sport, anticipating the modern Olympics by 45 years. It is a challenge between yacht clubs and represents the ultimate sailing competition, which has always been played on a dual sporting and technological level.

It has been held since 1851, when the New York Yacht Club's schooner *America* won the Hundred Guineas Cup around the Isle of Wight, beating the entire British fleet. That same club defended it for 132 years. Only in 1983 did a challenger manage to snatch it away for the first time: the Australian Royal Perth Yacht Club with the 12 m *SI Australia II*. Since 1851, 37 editions have been run and the Cup has been in the hands of just four countries (United States, Australia, New Zealand and Switzerland). The most recent edition, the 36th America's Cup

presented by PRADA – held in 2021 in New Zealand – was raced with the AC75 foiling monohulls. For the Louis Vuitton 37th America's Cup, which takes place in Barcelona (Spain) between August and October 2024, the AC75 Class has been reconfirmed.

The five participating challengers are: Luna Rossa Prada Pirelli (ITA), Ineos Britannia (GBR), NYYC American Magic (USA), Alinghi Red Bull Racing (SUI) and Orient Express Racing Team (FRA). The Defender is Emirates Team New Zealand (NZL).



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2. LUNA ROSSA HISTORY

1997 – MILAN, ITA LUNA ROSSA IS BORN

The Luna Rossa team is born in Milan one February evening from the meeting between entrepreneur Patrizio Bertelli and Argentine yacht designer Germán Frers, who both decide to participate in the 30th America's Cup. On April 21st, the Punta Ala Yacht Club formally launches its challenge to the Royal New Zealand Yacht Squadron, Defender of the Cup.

2000 (YCPA) – AUCKLAND, NZL VICTORY OF THE CHALLENGER SELECTION SERIES

At its debut with the Yacht Club Punta Ala, Luna Rossa wins the Challenger Selection Series (Louis Vuitton Cup), gaining the right to challenge *Black Magic*, the Kiwi Defender boat, in the final: for the first time in history, the Cup Match takes place without an American boat and with an Italian helmsman (Francesco de Angelis) on board the challenger finalist. The Cup will remain in the hands of the New Zealanders, but *Luna Rossa* brings home a record: 38 victories out of 49 preliminary races held.

2003 (YCPA) – AUCKLAND, NZL CHALLENGER OF RECORD

At the end of the 2000 edition, Luna Rossa was the first team to challenge for the Cup in 2003, thus becoming Challenger of Record (the challenger that, together with the Defender, writes the rules of the next edition). The Italian boat stops in the semi-finals of the Challenger Selection Series against the emerging Swiss team that goes on to win the 31st America's Cup: Alinghi.

2007 (YCI) – VALENCIA, ESP THE EUROPEAN FINAL

After over a century, the Cup is held in Europe, with 12 participants. Luna Rossa is represented by the Yacht

Club Italiano and defeats the American team Oracle 5-1 in the semifinals, also thanks to the skill of the very young helmsman Jimmy Spithill. The team reaches the final of the Louis Vuitton Cup, after five hard-fought races against Emirates Team New Zealand.

2013 (CVS) – SAN FRANCISCO, USA THIRD FINAL

The Louis Vuitton Cup kicks off in San Francisco Bay with the AC72 maxi catamarans. *Luna Rossa*, racing under the burgee of the Circolo della Vela Sicilia, qualifies for the Challenger Selection Final for the third time, although it will then be the New Zealanders to take on the challenge to the Americans of Oracle in the Final Match. With a legendary comeback, the US Defender wins the 34th America's Cup.

2021 (CVS) – AUCKLAND, NZL THE BEST ITALIAN TEAM

Once again Challenger of Record, the Italian team participates in the drafting of the new Class of boats (AC75 foiling monohulls) adopted for the 36th America's Cup – presented by PRADA. In this edition, Luna Rossa Prada Pirelli wins the Challenger Selection Series (PRADA Cup) and faces the Defender ETNZ in the Final Match. Out of ten races held, Luna Rossa Prada Pirelli wins three, the best result ever for an Italian team.

2024 (CVS) – BARCELONA, ESP THE SIXTH CHALLENGE

Led by Skipper and Team Director Max Sirena and representing the Circolo della Vela Sicilia for the third time, Luna Rossa Prada Pirelli is challenging for the Louis Vuitton 37th America's Cup again onboard an AC75 foiling monohull. In order to build a highly competitive boat, the team has tested solutions, materials and technologies on its LEQ12 prototype, built and developed in-house at the Cagliari base.



2013 (CVS) – San Francisco



2021 (CVS) – Auckland



2000 (YCPA) – Auckland



2003 (YCPA) – Auckland



2007 (YCI) – Valencia



Victory of the Prada Cup | Auckland, New Zealand, 2021

3. PRADA CUP AND THE 36TH AMERICA'S CUP *presented by PRADA*

On June 26, 2017, in the waters of Great Sound, Bermuda, Emirates Team New Zealand wins the 35th America's Cup, beating the Defender Oracle Team USA. That same day, Agostino Randazzo, president of the Circolo della Vela Sicilia, is the first to launch the challenge for Luna Rossa Team Prada Pirelli, becoming Challenger of Record for the second time.

The Italian challenger, together with the Defender, writes the Protocol for the 36th America's Cup – *presented by PRADA* – held in Auckland in 2021 together with the rules for the new boat Class, the AC75 foiling monohull.

Luna Rossa Prada Pirelli wins the Challenger Selections (PRADA Cup), beating the British team Ineos Team UK 7-I in the final and,

after over 20 years, faces Defender Emirates Team New Zealand once again in the waters of Auckland. The final match takes place from March 10 to 17 2021: after 10 hard-fought races that kept Italian fans in suspense, the 36th America's Cup *presented by PRADA* closes with a score of 7 to 3 in favour of the Defender, with Luna Rossa Prada Pirelli achieving the best result ever for an Italian team.



4. LUNA ROSSA PRADA PIRELLI TEAM
142 people

SAILING TEAM: 25

COMMUNICATIONS | PR TEAM: 7

DESIGN TEAM: 39

WOMEN'S SAILING TEAM: 7

SHORE TEAM: 37

SERVICES |
ADMINISTRATION TEAM: 21

YOUTH SAILING TEAM: 6





“ With Luna Rossa Prada Pirelli we are sharing an Italian story that is the emblem of sports and technology of a country we must be proud of. The America’s Cup is my obsession, I won it twice, but those victories don’t count: I want to win it with this team, with Luna Rossa, with Italy ”

MAX SIRENA
Skipper and Team Director

5. THE TEAM IN NUMBERS

6 America's Cup participations
(2000, 2003, 2007, 2013, 2021, 2024)

2014 Year of the team's
arrival in Cagliari

4 Challenger Selection Series finals
(2000, 2007, 2013, 2021)

10 America's Cup yachts built
between 1997 and 2024

49 Years age difference between the youngest
team member (2004) and the oldest (1955)

2 Challenger Selection Series victories
(2000 Louis Vuitton Cup, 2021 Prada Cup)

19 Nationalities

2 Times Challenger of Record
(2003, 2021)

6. LUNA ROSSA SAILING TEAM

Luna Rossa Prada Pirelli's Sailing Team is a blend of excellence that includes the finest talents of Italian sports. World and Olympic medal-winning sailors, America's Cup winners and rowing champions, professional cyclists and rugby players, all sailing together onboard the AC75 and united by the same passion and the same goal: to win the America's Cup and bring it to Italy.

Onboard the AC75 there are eight sailors (two helmsmen, two trimmers, and four cyclors), selected on a daily basis from the pool of athletes available to the team. The afterguard includes the helmsmen and the trimmers: the former take turns in driving the boat on the racecourse and have the final decision on racing tactics and strategy, while the latter are responsible for trimming the sails and foils and have an active role in the strategic calls and match racing. The Power Team is composed of cyclors who,

by developing power, feed the hydraulic systems that move the "aero" part, i.e. mast and sails. For the first time, the 37th America's Cup is introducing Women's and Youth regattas, both of which are competed on the monohull One Design AC40 boats. The crew onboard counts only four sailors (two helmsmen or helmswomen and two trimmers) who, again, are selected on a daily basis. The sail and foil control systems are operated by battery-powered systems which replace the cyclors.

7. AC75 SAILING TEAM

POWER TEAM

AFTERGUARD

PAOLO **SIMION**
Cyclor

LUCA **KIRWAN**
Cyclor

BRUNO **ROSETTI**
Cyclor

ROMANO **BATTISTI**
Cyclor

UMBERTO **MOLINERIS**
Trimmer

RUGGERO **TITA**
Helmsman

MARCO **GRADONI**
Helmsman

ANDREA **TESEI**
Trimmer



MATTIA **CAMBONI**
Cyclor

ENRICO **VOLTOLINI**
Cyclor

CESARE **GABBIA**
Cyclor

NICHOLAS **BREZZI**
Cyclor

JIMMY **SPITHILL**
Helmsman

FRANCESCO **BRUNI**
Helmsman

VITTORIO **BISSARO**
Trimmer

EMANUELE **LIUZZI**
Cyclor



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8. WOMEN’S SAILING TEAM



9. YOUTH SAILING TEAM



10. BOATS OF THE 37TH AMERICA'S CUP



AC75

Foiling monohull chosen to compete in the 37th America's Cup. Already used for the 2021 edition, it has been optimized to perform even better and faster. One of the changes concerns the number of crew members, which was reduced from eleven to eight sailors.

20.7 M Hull Length
26.5 M Mast Height
6.2 T Weight (uncrewed)
8 Sailors (100% nationality rules)
50+ Knots Top Speed



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LEQ12, PROTOTYPE LUNA ROSSA

Boat allowed by the Protocol for research and development purposes for the official AC75 with which the 37th America's Cup will be contested. The Luna Rossa prototype was designed and built in-house by the Luna Rossa Prada Pirelli team.

< 12 M Hull Length
± 18 M Mast Height
± 2.1 T Weight (uncrewed)
4 + 2 Sailors
45+ Knots Top Speed



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AC40

One Design boat, i.e. the same for all teams, built with standard components for which research and development are not allowed. It will be used for the first two Preliminary Regattas and for the Youth and the Women's America's Cup Regattas.

11.8 M Hull Length
18 M Mast Height
2.0 T Weight (uncrewed)
4 Sailors
45+ Knots Top Speed



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HYDROGEN CATAMARAN

With the goal of increasing the sensitivity of the America's Cup event to environmental issues, the regulations of the 37th edition provide that, within the racecourse, each team shall only use foiling catamarans powered by hydrogen (HSV, Hydrogen Support Vessel) as support boats. The Luna Rossa Prada Pirelli team has designed and developed its own boat.

10 M Min Hull Length
6 People plus 250 kg extra cargo
25 Knots Cruising Speed
50 Knots Top Speed
Autonomy: 75 nautical miles at an average speed of 25 Knots

II. ROAD TO THE AMERICA'S CUP

PRELIMINARY REGATTAS

Approaching the America's Cup with 'friendly' regattas to test competitors.

These are three preliminary regattas that do not count towards the Challenger Selection Series or the America's Cup. All AC teams and the Defender participate in the fleet and match races. The first two regattas are sailed aboard AC40 one-design boats, the third is sailed on America's Cup AC75s.

Vilanova i la Geltrú, Spain
14 – 17 September 2023 (AC40)

Jeddah, Saudi Arabia
29 November – 2 December 2023 (AC40)

Barcelona, Spain
22 – 25 August 2024 (AC75)

LOUIS VUITTON CUP (CHALLENGER SELECTION SERIES)

If you want to win the America's Cup, you must first win the Challenger Selection Series.
(Barcelona, 29 August – 5 October 2024)

The format includes Round Robin stage, semi-finals and finals. Racing takes place in a Match Race format (one-on-one). The Defender is eligible to compete in the Round Robin stage but not the Semi-Final or Final stages of the CSS; the results from all races during the Round Robin stage between a Challenger and the Defender are ignored. The winning challenger faces the Defender in the final match of the 37th America's Cup.

PUIG WOMEN'S AMERICA'S CUP

Spotlight on the female sailors of the America's Cup
(Barcelona, 5 – 13 October 2024)

These regattas are intended for female crews with no age limit. They take place in October 2024 in Barcelona, Spain, on board the AC40 monotypes. The crew counts four female sailors.

LOUIS VUITTON 37TH AMERICA'S CUP MATCH

Only victory counts. In the America's Cup, there is no second.

(Barcelona, 12 – 21 October 2024)

It is contested between the Defender Emirates Team New Zealand and the winner of the Challenger Selection Series on board the AC75. The format is Match Race (one-on-one) and the best of 13 races, the first to score 7 wins, is the winner.

UNICREDIT YOUTH AMERICA'S CUP

The champions of tomorrow
(Barcelona, 17 – 26 September 2024)

Regattas for sailors (including mixed crews) aged 25 and under. They take place between September and October 2024 in Barcelona, Spain with four sailors on board the AC40 monotypes.

12. CIRCOLO DELLA VELA SICILIA

The America's Cup is a challenge between yacht clubs, and for the President of a sailing club there is no greater honour than representing a team in the world's oldest sporting competition.

After those of San Francisco and Auckland, for the third time, the Circolo della Vela Sicilia returns alongside Luna Rossa Prada Pirelli as the challenging Yacht Club for the 37th America's Cup 2024, an edition that will certainly make history and that promises to be particularly interesting for several reasons: the choice of Barcelona, a splendid city that will attract fans from all over the world, the newly updated AC75 Class, which with 8 sailors on board will offer even more exciting and hard-fought races, as well as the opening to youth and women's

classes, an absolute novelty. Luna Rossa Prada Pirelli is a team of excellence, led by the vision of Patrizio Bertelli and a great professional like Max Sirena and composed of the top talents of Italian sailing. We are very proud that once again our flag flies alongside the tricolour and supports the team in this new adventure.

Agostino Randazzo
President of the Circolo della Vela Sicilia



I 3. LUNA ROSSA PRADA PIRELLI VALUES

Our goal is not only to be recognized as a global sporting model, but to become a platform that can share the values we envision, transcending the boundaries of sailing and sport.

TEAM SPIRIT
SPORTS ETHICS
EDUCATION
NATIONAL IDENTITY
CULTURAL HERITAGE
SUSTAINABILITY
INNOVATIVE SPIRIT
PURSUIT OF EXCELLENCE
ENVIRONMENTAL AND TERRITORIAL AWARENESS

Luna Rossa Prada Pirelli is also aware of the extent of another challenge - climate change - which engages us on a global scale and obliges us to an important shift in mindset regarding environmental issues. This is why we aim not only to perceive and evaluate our own impact by following a development that is as sustainable as possible, but also to educate new generations to defend the oceans, considering the crucial role they play in countering the effects of global warming. As a testimony to our commitment and environmental responsibility, the team has signed a partnership with UNESCO's

Intergovernmental Oceanographic Commission. The goal of the collaboration is to amplify marine conservation messages through the SEA BEYOND project, which promotes ocean education and humanitarian programs.

In parallel to the partnership with UNESCO | SEA BEYOND, Luna Rossa Prada Pirelli is continuing its sustainability campaign that began in 2022 with Ogyre – the first global “fishing for litter” platform – with which it is committed to achieving an important goal: to collect 28,000 kg of marine waste by the end of 2024.



I4. CAGLIARI BASE

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The Cagliari base occupies a total area of 10,000 square meters and includes two technical hangars and a large structure housing offices, a gymnasium, canteen and hospitality.

15. BARCELONA BASE



Strategically placed at the entrance to Port Vell, the Luna Rossa Prada Pirelli base is positioned in an area that includes large public and green areas and is very close to the regatta course, located just behind the breakwater. Covering an area of over 4,000 square metres, it is energy-optimized with photovoltaic panels and is divided into technical areas, offices, gym, hospitality and canteen. The interior architecture is designed by Prada's engineering department.

16. CHALLENGERS AND DEFENDERS

CHALLENGERS



LUNA ROSSA PRADA PIRELLI (ITA)

Circolo della Vela Sicilia

Presidente: Patrizio Bertelli

Skipper and Team Director: Max Sirena



INEOS BRITANNIA (GBR)

Royal Yacht Squadron

CEO: Ben Ainslie



ALINGHI RED BULL RACING (SUI)

Société Nautique de Genève

Presidente: Ernesto Bertarelli

Skipper: Arnaud Psarofaghis



NYC AMERICAN MAGIC (USA)

New York Yacht Club

President of Sailing Operation

and Skipper: Terry Hutchinson



ORIENT EXPRESS RACING TEAM (FRA)

Société Nautique de Saint-Tropez

Skipper: Quentin Delapierre

DEFENDER



EMIRATES TEAM NEW ZEALAND (NZL)

Royal New Zealand Yacht Squadron

CEO: Grant Dalton

17. GLOSSARY

— DEED OF GIFT

The Cup's "Deed of Gift" is the original document (first draft 1852) governing the America's Cup. Housed at the New York Yacht Club, it sets the rules of the challenge, should the Defender and the Challenger of Record fail to reach an agreement.

— PROTOCOL

Set of regulations governing a particular edition of the America's Cup, from which follows the Rating Rules for the construction of the Class of boat.

— DEFENDER

Yacht Club winner of the last America's Cup and holder of the trophy.

— CHALLENGER OF RECORD (COR)

First Yacht Club to launch the challenge. Collaborates with the Defender in drafting the Protocol and Class Rules.

— CHALLENGER

Yacht Club issuing the challenge, through a representative sailing team.

— BOX RULE

Type of Class Rule: boats designed under a Box Rule must meet certain parameters and fit within certain measurements, but there are areas of design and construction free of restrictions.

— ONE DESIGN / MONOTYPE

Class of boats designed and built with standard features that are the same for all and on which research and development cannot be carried out.

— MATCH RACE

One-on-one racing format where only two boats compete against each other. The first to cross the finish line wins. The pre-start phase is crucial and is where you try to gain the favored side of the race course.

— AC75 CLASS

Boat Class in which the 37th America's Cup is raced – 75-foot monohulls (20.7 m hull length) equipped with side foils that allow the hull to rise above the water and "fly". Already used in the 2021 edition, they have been updated to version 2.

— FOILS

Appendages that allow the boat to rise above the water and reach very high speeds, eliminating drag and resistance on the hull.

— FOIL ARMS

Daggerboard at the end of which the foil wing is assembled, a component that allows the boat to rise and detach the hull from the water. As with aircraft wings, the trailing edges of foils are fitted with flaps, movable ends capable of deflecting air/hydrodynamic flows.

— JIB

Headsail hoisting on the forestay.

— SOFT WING

Non-rigid mainsail with a wing profile, consisting of two parallel sails hoisted simultaneously on the mast with a D-shaped section.

— PRELIMINARY REGATTAS

Preparatory regattas for the 37th

America's Cup involving Challengers and Defenders: held between 2023 and 2024. The format involves fleet and match racing. The first two are raced with One Design AC40s; the third with the AC75s.

— LOUIS VUITTON CUP (CHALLENGER SELECTION SERIES)

Selection races with a match race format, in which only America's Cup Challengers participate aboard the AC75s. The Defender can race in the Round Robins but is out of the rankings. The winner challenges the Defender in the Final Match of the 37th America's Cup.

— LOUIS VUITTON 37TH AMERICA'S CUP MATCH

Place contested in Barcelona (Spain) from October 12-21 2024 between the defender Emirates Team New Zealand and the winner of the Challenger Selection Series. The format is a best-of-13 Match Race.

— UNICREDIT YOUTH AMERICA'S CUP

Regattas for crews (including mixed crews) aged 25 and under. They take place between September and October 2024 in Barcelona, Spain, on board the One Design AC40 boats. The crew consists of four sailors.

— PUIG WOMEN'S AMERICA'S CUP

Regattas intended for female crews without age limits. They take place in October 2024 in Barcelona, Spain, on board the One Design AC40 boats. The crew consists of four female sailors.

I 8. PARTNERS AND SPONSORS

Luna Rossa Prada Pirelli Team is particularly proud of its collaboration with partners and suppliers whose mission is to make a difference in the world. These exceptional companies have not just provided their know-how, they have gone further, sharing the best of their expertise and technology, to be partners in the truest sense of the word and become active players in this challenge.



Circolo della Vela Sicilia

CO-TITLE SPONSOR



TECHNICAL PERFORMANCE PARTNER



OFFICIAL SPONSOR



TECHNICAL PARTNER



WOOLMARK

HUMAN PERFORMANCE PARTNER



CLOUD & CYBER SECURITY PARTNER



TECHNOLOGY PARTNER



SUSTAINABILITY PARTNER



OFFICIAL SUPPLIER



