



America's Cup World Series

October 16-18, 2015

Cup Experience Special Report

THE AMERICA'S CUP for Bermudians

What's happening, where, when?

Why do so many people care?

What's in it for you?

About Cup Experience



Welcome!

I started Cup Experience during preparations for the America's Cup that was held in Valencia in 2007, to help people enjoy this unique event and its mix of sport, tradition, technology and lifestyle.

I love to explain the details of the America's Cup to nautical newbies, to world class racing sailors and to everyone in between. Cup Experience provides insider info via ebooks, mobile apps, newsletters and a website, all dedicated to helping people understand the event and to enjoy following the battles of the sailors, the designers and the tycoons who own the teams.

What interests you? The racing? The technology? The parties, the glamour and the lifestyle? The history and tradition? The battles between the billionaires? Or, maybe you want to know specifically what's in it for you and your business?

The America's Cup has something for everyone. I'll be your guide and your "help desk" so you can experience it whatever way you want.

Welcome aboard!

Jack Griffin

The Best Sailors in the Fastest Boats



America's Cup catamarans have rigid wing sails and fly above the water on hydrofoils

Photo Sander van der Borch

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Disclaimer: Cup Experience is an independent publisher and is not affiliated with ACBDA, America's Cup Event Authority or with the official organization of the 35th America's Cup.

America's Cup World Series

October 16-18, 2015

The Bermuda regatta in the America's Cup World Series will be the last racing in 2015. While there are prizes at each regatta, it is the overall series score that is important.

AC World Series Standings <i>After Two Events</i>	Race Results	
	Portsmouth	Gothenburg
Emirates Team New Zealand 72	3 - 1	3 - 3 2 - 1
Land Rover BAR 65	1 - 2	2 - 2 3 - 5
Oracle Team USA 64	2 - 4	1 - 1 4 - 4
SoftBank Team Japan 56	4 - 5	5 - 4 5 - 2
Artemis Racing 53	5 - 6	4 - 6 1 - 6
Groupama Team France 50	6 - 3	6 - 5 6 - 3

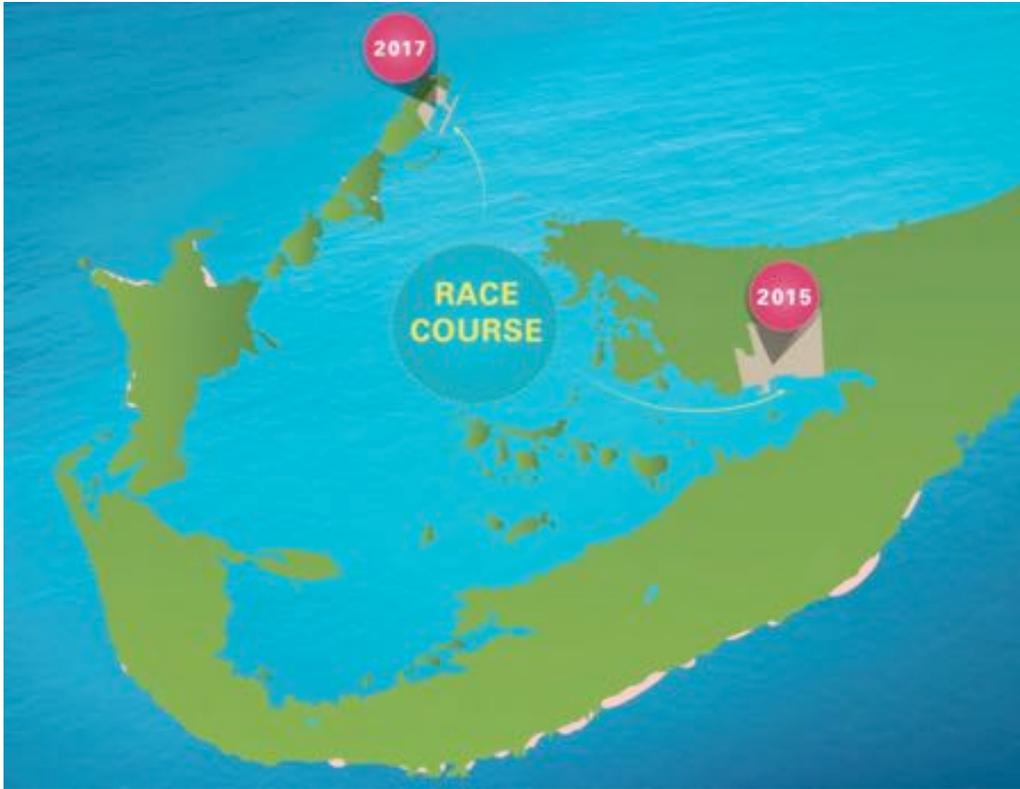
Sunday Races:
Double Points

Racing on Sunday counts double points. Bad weather forced the cancellation of the Sunday races in Portsmouth. This racing is important – whoever wins the series carries bonus points into the challenger elimination phase in 2017.



Racing in Bermuda in October could even determine who carries a bonus point into the America's Cup Match in 2017!

The America's Cup for Bermudians



Race Area and Village Locations – 2015 & 2017

Image: ACBDA



Race Village in Hamilton, October 2015

Image: ACBDA



LOUIS VUITTON AMERICA'S CUP WORLD SERIES BERMUDA

OPENING CEREMONY

FRIDAY OCTOBER 16, 2015

TIME	DESCRIPTION	LOCATION
5:00pm	Village Opens to public	Front Street - Parliament St. to Par La Ville Rd
5:00pm - 7:30pm	Happy Hour with Entertainment	Fanzone - No. 1 Parking Lot
7:30pm - 8:00pm	Opening Ceremony	Fanzone - No. 1 Parking Lot
8:00pm - 8:10pm	Fireworks	White's Island
8:10pm - 11:00pm	Entertainment	Fanzone - No. 1 Parking Lot
11:00pm	Village Closes	Front Street - Parliament St. to Par La Ville Rd

RACE DAY 1

SATURDAY OCTOBER 17, 2015

TIME	DESCRIPTION	LOCATION
12:00pm	Village Opens to public	Front Street - Parliament St. to Par La Ville Rd
12:00pm - 3:00pm	Endeavour Sailing Experiences	Endeavour Area - Flag Pole
12:30pm - 1:00pm	Dock Out Show	Fanzone - No. 1 Parking Lot
1:00pm	Teams Depart Moorings	In front of Fanzone
2:10pm	Race 1 Start	Great Sound
2:55pm	Race 2 Start	Great Sound
4:00pm - 4:30pm	Dock In Show with Sailors	Fanzone stage - No. 1 Parking Lot
4:30pm - 5:00pm	Endeavour Synchronized Sail	Endeavour Area - Flag Pole
7:00pm	Concert gates open	Fanzone - No. 1 Parking Lot
8:00pm	Concert	Fanzone - No. 1 Parking Lot
11:00pm	Village Closes	Front Street - Parliament St. to Par La Ville Rd
12:00am	Concert Closes	Fanzone - No. 1 Parking Lot

RACE DAY 2

SUNDAY OCTOBER 18, 2015

TIME	DESCRIPTION	LOCATION
12:00pm	Village Opens to public	Front Street - Parliament St. to Par La Ville Rd
12:00pm - 3:00pm	Endeavour Sailing Experiences	Endeavour Area - Flag Pole
12:30pm - 1:00pm	Dock Out Show	Fanzone - No. 1 Parking Lot
1:00pm	Teams Depart Moorings	In front of Fanzone
2:10pm	Race 3 Start	Great Sound
2:55pm	Race 4 Start	Great Sound
4:00pm - 4:30pm	Dock In Show with Sailors	Fanzone stage - No. 1 Parking Lot
4:30pm - 5:00pm	Endeavour Exhibition Sail	Endeavour Area - Flag Pole
5:00pm - 5:30pm	Awards Ceremony	Fanzone - No. 1 Parking Lot
6:00pm	Village Closes	Front Street - Parliament St. to Par La Ville Rd



Download the Official Mobile App of the America's Cup for more details as they become available.

The America's Cup – highlights for Bermudians

America's Cup Village for 2017 – at Dockyard

- Create 11 acre site in South Basin.
- Village with public entertainment, food and beverage, hospitality.
- Concert venue.
- Team bases.

America's Cup World Series 2015 – in Hamilton

- Temporary event village on Front Street.
- Race boats moored close by.
- Depending on wind direction, finish line just off Front Street.

Racing on the Great Sound

- Short courses, races approximately 30 minutes long.
- Lots of manoeuvring, fast action.

Worldwide attention

- One of the world's premier sporting events.
- TV friendly racing format with Bermuda's stunning scenery.

International teams

- Oracle Team USA – the defending holder of the America's Cup.
- Challengers representing New Zealand, Great Britain, Sweden, Japan, France.

The best sailors on the fastest boats

- High tech catamaran sailboats with rigid wings instead of sails.
- They fly above the water, riding on hydrofoils about the size of a surf board.
- Speeds will often be 55 to 75 kph – well above the speed limit on Bermuda's roads!

Economic impact and legacy

- Infrastructure and development at Dockyard.
- New and upgraded hotels and lodging.
- Event operations.
- Teams, sponsors, event staff, visitors: significant spending in Bermuda.
- Opportunities for Bermuda businesses to leverage the event.
- Reposition and relaunch Bermuda's tourism industry for years to come.

The America's Cup for Bermudians



Satellite view of Dockyard



America's Cup Village – South Basin, Dockyard

Image: ACBDA

The America's Cup for Bermudians



Concept for America's Cup Village – not final



Base for Oracle Team USA – Dockyard

Photo: ACBDA

What's going on?

The America's Cup is one of the most prestigious sporting events in the world, and it's happening in Bermuda.

America's Cup Overview

- First sailed in 1851.
- Challenge trophy – like heavyweight boxing title.
- No governing body. Competitors decide rules – like a duel.
- Preliminary racing – the “America's Cup World Series” began in July 2015.
- Main event in May - June 2017.
- Catamarans with wing sails 25 meters tall, that “fly” on hydrofoils.
- "Match racing" - one on one.
- Defender: Oracle Team USA from Golden Gate Yacht Club of San Francisco.
- Challengers may not come from the Defender's country.
- Challengers from Sweden, Great Britain, New Zealand, France and Japan.
- Youth America's Cup: fleet racing, to be sailed in AC45's.
- Lots of...parties, concerts, superyacht racing, film screenings, historical exhibit and more.

35th America's Cup

2015 - 2016		2017		
World Series All teams compete		Qualifiers 26 May - 5 June All teams compete	Challenger Playoffs 7-12 June 4 Challengers only	America's Cup Match 17- 27 June Defender vs Challenger
Boats	AC45 wing sail foiling catamarans "One design" - all boats the same	Boats	AC Class wing sail foiling catamarans Each team designs their own boat	
Format	Fleet racing All boats on the course together	Format	Match racing One on one	
Points totaled over all races in 2015 & 2016. Final standings give bonus points for next round.		Round robin Four challengers go on	Semi-finals & finals Winner goes to AC Match	One point per race First to 7 points wins
2015 - Portsmouth, UK - Gothenburg, Sweden - Hamilton, Bermuda	2016 -Portsmouth, UK Other venues TBA	BERMUDA		
		Special events - Youth America's Cup - Spirit of Bermuda - Concert Series - Tall Ships - Parties & galas - J Class Yacht Racing - Film screenings - Superyacht Racing		
Teams training and testing in Bermuda				

- All teams – challengers and defender – race together in preliminary regattas in 2015 and 2016 – the “America's Cup World Series.” These races are “fleet races” with all the boats on the race course together. The boats are identical, 45 foot long catamarans, called “AC45,” with five man crews. Since the boats are identical, sailing skill will determine who wins the America's Cup World Series. Results determine the seeding for the challenger selection series, in 2017. The America's Cup World Series is held in several venues. Bermuda will host an America's Cup World Series in October 2015 and possibly another in 2016.

The America's Cup for Bermudians

- In 2017 the teams race in one-on-one “match races” in boats they have designed themselves – the 48 foot long “America’s Cup Class” catamarans, with six man crews.
- The 2017 racing is in three phases, in May and June.
 - **“America’s Cup Qualifiers”** 25 May – 5 June: A round robin of one-on-one match races. All teams, including the defender, will be racing. The top four challengers qualify for the next phase.
 - **“America’s Cup Challenger Playoffs”** 7-12 June: Semi-finals and finals, to select “The Challenger” who will race in the America’s Cup Match. Both the semi-finals and the finals are won by the “first to score five points,” with one point per race. Defender Oracle Team USA does not race in this series.
 - **“America’s Cup Finals”** 17-27 June: The **America’s Cup Match**, the main event. Defender Oracle Team USA against “The Challenger.” The first to reach seven points, with one point per race, wins the America’s Cup trophy and becomes the Defender for the next cycle.

Bonus points and penalty points can change the number of races a team needs to win.

Youth America’s Cup



Bermuda will have a team in the Youth America’s Cup. Each professional team in the America’s Cup will have a youth team. Bermuda, as the host country, will also have a team. Top Bermudian athletes from all sports – not just sailing – have been competing for spots on the team and the chance to represent Bermuda. The Youth AC racing is scheduled for 21-21 June 2017. More details at <http://www.acbda.bm/team-bda/>

Teams



Oracle Team USA – Defender Gilles Martin-Raget



Artemis Racing – Sweden Sander van der Borch



Emirates Team New Zealand Chris Cameron



Ben Ainslie Racing – Great Britain Lloyd Images



Team France Yvan Zedda



Softbank Team Japan Ian Roman

- Oracle Team USA is the defender. Challengers include Artemis Racing (Sweden), Emirates Team New Zealand, Ben Ainslie Racing (Great Britain), Team France and Softbank Team Japan. The lineup may change – challengers may drop out early and new challengers may still enter.
- Each team designs its own boat for the racing in 2017. This is the technology battle that often decides the outcome – with each team trying to get a speed advantage.

Why do so many people care?

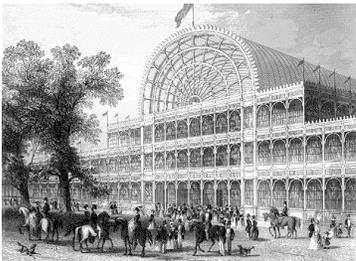
Heritage and history.

The America's Cup is the oldest trophy in international sport.

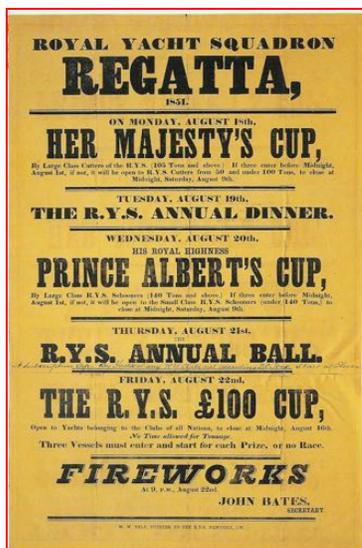
It started in 1851 when a syndicate of wealthy New Yorkers built the yacht "America."



In 1851, Queen Victoria was on the throne of England. The Industrial Revolution was in full swing.



Queen Victoria's husband, Prince Albert, organized The Great Exhibition, held in the Crystal Palace in Hyde Park to showcase British industrial strength. All nations were invited to send exhibits of their technology.



The Royal Yacht Squadron adopted the theme, inviting yacht clubs of all nations to join their annual regatta and race for the **R.Y.S. £100 Cup**.

The America's Cup for Bermudians



A syndicate from the New York Yacht Club built the yacht “*America*,” based on the designs of the fast New York pilot boats. “*America*” was radically different from the British designs, although, as you can read below, she was quite similar to Bermudian vessels of her time!



“*America*” won the race around the Isle of Wight against 14 British yachts and took home the **£100 Cup**, which became known as “*America's Cup*” – named for the yacht, not the country.

America's owners donated *America's Cup* to their club as a perpetual challenge trophy for international competition.



The New York Yacht Club defended *America's Cup* 24 times before losing it after 132 years, to *Australia II*, in 1983.

Colossal fortunes are still spent challenging and defending. The largest *America's Cup* yacht ever, “*Reliance*,” was a marvel of technology for her day. She was 62 meters long, with a 102 ton keel and a crew of 66!



The *Spirit of Bermuda*.

Could the *HMS Bermuda* have beaten “*America*” in the race for the £100 Cup in 1851?

Would the *HMS Bermuda* have beaten *America* in 1851?

The last sailing *HMS Bermuda* was a schooner of about the same size as *America* and was built a few years earlier. Like *America* and unlike the British yachts that lost to *America*, she had sharply raked masts – a hallmark of the Bermuda rig. She was built in 1847 by William Thomas Hollis, whose great great grandson Wendell Hollis is an attorney in Bermuda. Wendell contributed this historical information. William Hollis built the *HMS Bermuda* out of cedar on the Bailey's Bay side of Harrington Sound. After her launch, the vessel was towed to Dockyard, now the venue for the *America's Cup*, for fitting out. The newspaper of the day described her as having “... a very fine look... of about 185 tonnes. She is most substantially built and, in all probability, will be a very fast sailer.” Like *America*, *HMS Bermuda* sailed well upwind. Wikipedia notes that “*The mean wind direction is from the West, and as the islands lie in a line near to the wind, the numerous treacherous reefs make tacking dangerous, so the ability to sail upwind, to the West was vital. ... lightweight Bermuda cedar vessels were widely prized for their agility and*

The America's Cup for Bermudians

speed, especially upwind. The high, raked masts and long bowsprits and booms favoured in Bermuda allowed its vessels of all sizes to carry vast areas of sail when running down-wind with spinnakers and multiple jibs, allowing great speeds to be reached."

Would *HMS Bermuda* have beaten *America*? She was a naval vessel rather than a yacht, so she would not have been eligible for the Royal Yacht Squadron £100 Cup. But it is an interesting question!

Spirit of Bermuda

Of course, we now have the *Spirit of Bermuda*, a three-masted Bermuda sloop that is a replica of an 1830's Royal Navy Sloop of war. No doubt *Spirit of Bermuda* will be a popular sight during the America's Cup racing.



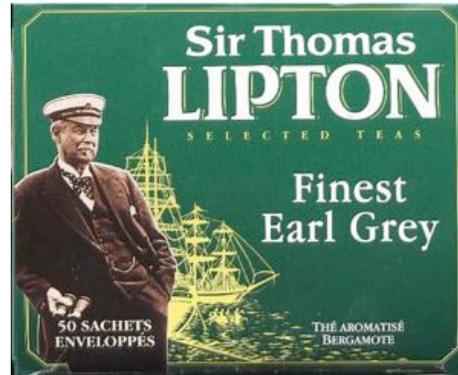
1831 Painting by John Lynn of a Bermuda sloop of the Royal Navy, entering port in the West Indies.

Tycoons, Glamour and Lifestyle

The America's Cup has attracted well known tycoons throughout its history – men like J.P. Morgan, Harold Vanderbilt, Sir T.O.M. Sopwith and Sir Thomas Lipton, who challenged five times and never won. Lipton was a consummate marketing man, building his brand in the U.S. – a very profitable consolation for not winning.



J.P. Morgan



Sir Thomas Lipton



Sir T.O.M. Sopwith



Harold Vanderbilt

The America's Cup for Bermudians



Baron Marcel Bich



Ted Turner

Competitors in the 1970's and 1980's included Ted Turner, founder of CNN, and Baron Bich, with his pen and razor fortune. Larry Ellison of Oracle is now defending against Artemis's Torbjörn Törnqvist, who heads a commodities trading business. They were joined in this cycle by Japan's wealthiest man, Masayoshi Son. Ben Ainslie Racing is backed by successful businessmen including Sir Keith Mills, who played a leading role in organizing the London Olympics in 2012. The British challenge also has a royal patron – the Duchess of Cambridge.



Torbjörn Törnqvist



Masayoshi Son



Larry Ellison

The America's Cup for Bermudians

America's Cup fans have included celebrities and public figures.



President and Mrs. Kennedy
1962 America's Cup – Newport



Catherine Zeta-Jones and Michael Douglas
2007 America's Cup – Valencia



Catherine Zeta-Jones, Premier Michael Dunkeley and
Michael Douglas at press conference, December 2014

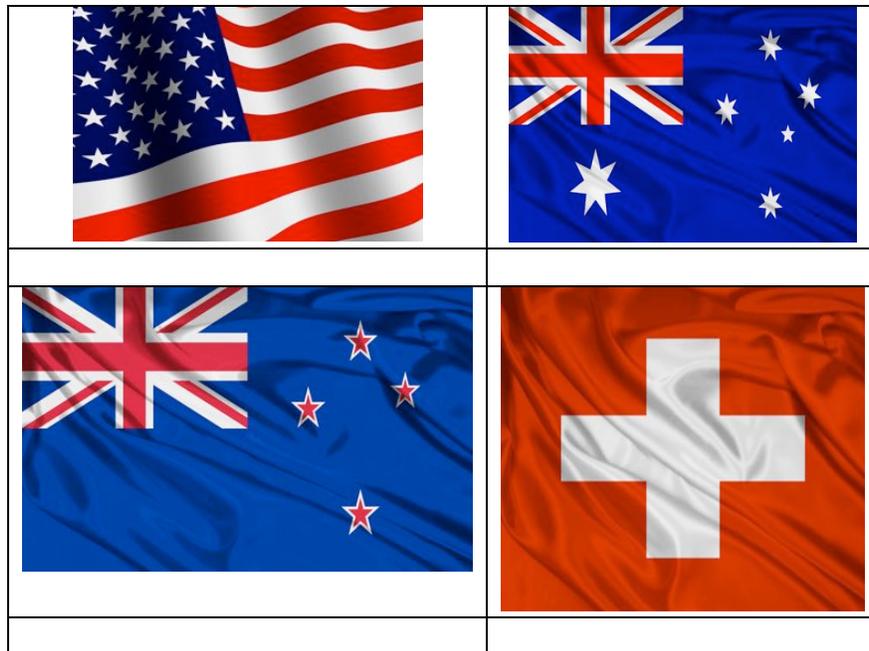
Incredibly Difficult to Win

Another attraction of the America's Cup is that it is almost impossible to win.

Only four countries have held the America's Cup – the U.S.A., Australia, New Zealand and Switzerland. Only one first-time challenger has won – Switzerland's "*Alinghi*," in 2003. Sir Thomas Lipton failed "to lift the Auld Mug" five times, the same number of unsuccessful challenges as Prada's Patrizio Bertelli, who pulled out of the current cycle in frustration with changes in the rules.

Traditionally, the defender has been able to slant the rules in his favor. Remember that the New York Yacht Club held the Cup for 132 years!

To be successful, a challenger needs deep pockets, great sailors, excellent designers and superb management skills. The America's Cup is a prime example of how the most competitive games attract the most competitive people.



What's in it for you?

Fun and entertainment In December 2014, at the New York press conference to announce Bermuda's selection as the host venue, Bermudian Michael Douglas said, "*It's going to be a magical festival.*" He's right. You will truly see the best sailors on the fastest boats. The giant screen videos and the TV production will bring you right on board with the sights and sounds of the racing. The America's Cup Village will feature a concert series and plenty of celebrations. Beginning in May 2015 you'll see the teams at Dockyard and on the Great Sound with their incredible high tech boats. In October you'll get your first taste of the racing with the Bermuda America's Cup World Series. By June 2017 the excitement will be bigger than anything Bermuda has ever seen before, with an influx of international visitors, a concert series, film screenings, parties, galas and an exciting vibration running through the entire island as the racing gets intense.

Pride Bermuda will be on the world stage with audiences around the world seeing spectacular racing set against the backdrop of Bermuda's turquoise waters and pink sand beaches. Hundreds of journalists and broadcast media will praise Bermuda's amazing hospitality at the same time that they report on the exciting sailing competition.

Team Bermuda Bermuda will have a team in the Youth America's Cup. The inaugural Youth America's Cup in San Francisco was contested in conventional wing-sail catamarans. However, the next event will see sailors racing in the foiling AC45F – the same boat the pros are using in the Americas's Cup World Series. Selection tryouts for the team have already begun with talented Bermudian athletes from all sports – not just sailing – enthusiastically competing for a place on the team and chance to represent Bermuda.

Community outreach Bermuda's children will benefit from life lessons they learn in the sailing programs being developed. Their schools will have dynamic STEM (science, technology, engineering, math) elements added to the curriculum. All Bermudians have the opportunity to get involved in the celebration of the special mix of island culture mixed with British charm that will surround the America's Cup.

Economic stimulus By the end of April 2014, 189 workers from 38 Bermudian firms had already delivered \$4.7M worth of works to ACEA, ACBDA and Oracle Team USA. This is just the beginning of spending for infrastructure at Dockyard, installations for the teams and operation of the event. Additional investment in hotels and lodging will add to the capital spending. The teams, their sponsors, the event organizers and the international media will all add to Bermuda's economy. International visitors coming to the America's Cup by cruise ship, by air and by private yacht are expected to spend substantially more than the average tourist. Some Bermuda enterprises will be suppliers directly to the teams, to the event organizers and to their sponsors. All companies will be able to leverage the America's Cup to support their business objectives.

Long term legacy By delivering a superbly organized event, Bermuda will prime the pump with the economic boost from the 2017 America's Cup and then will move forward, viewed as an aspirational tourist destination.

Resources



Get the **Cup Experience Newsletter** – It's **FREE**

The Cup Experience Newsletter might just be the best source of America's Cup information.

- You'll get clear explanations of the competition so you know what's happening, what's at stake, who's hot and who's not.
- You'll understand how the sailors tame these high powered flying race boats.
- And you'll also find out about the entertainment, parties and special events – the America's Cup is more than just racing!
- Members Only content on the website. It's FREE – all you need to do is join the club by registering with your email address.
- Receive invitations to the Cup Experience WEBCAST.

JOIN NOW!

<http://join.cupexperience.com/sign-up-for-newsletter-bda2/>



The monthly Cup Experience Webcasts give you an update on the competition – not just the racing but also the design competition as the technical teams battle to give their sailors an edge on the race course.

Special webcasts for Bermudians and for Bermuda businesses will explain “what's in it for you,” and answer your questions.

Cup Experience Website and YouTube Channel

Want to learn more? At www.cupexperience.com you'll find entertaining articles with lots of photos and videos to take you from newbie to AC expert.

Start with these short videos:

AC 101

<https://youtu.be/jyQVRPLkev8>

CNN segment on the basics, for the 2013 America's Cup in San Francisco. Of course, the Bermuda America's Cup will have some changes, but this will give you some basics.

Five Highlights

<https://youtu.be/yF0SgsOvoqE>

These highlights from the America's Cup in San Francisco will show you what you can expect on the Great Sound – great racing.

Tacking

<https://youtu.be/o4X64GISvO0>

Tacking is an important manoeuvre and will be one of the keys to winning in Bermuda, just as it was in San Francisco. This video will show you how it's done right, after first looking at some problems.

Upwind Foiling

<https://youtu.be/Dz2nV3esIEw>

Foiling: flying with the boat completely out of the water and riding on a small underwater wing about the size of a surfboard. Foiling upwind was one of the keys to Oracle Team USA's comeback.



“Turning the Tide

How Oracle Team USA Defended the America's Cup”

My ebook for the iPad and Android tablets explains how Oracle Team USA made their incredible comeback from 1-8 down to win the America's Cup in San Francisco in 2013.

- 142 pages
- 8 embedded videos
- 208 annotated photos & diagrams

Learn more here <http://www.cupexperience.com/shop/turning-the-tide->

Ask Jack

Do you have questions? Here's my personal email: jack.griffin@cupexperience.com

Consider me your personal AC help desk! **Seriously!** I love to get questions.

Would you like an *in-person Cup Experience Briefing*?

I'll tailor the message to your audience.

For your... customers | employees | club | friends | family ...

Email me: jack.griffin@cupexperience.com

Get the Cup Experience Newsletter

FOR MORE INFO:

<http://join.cupexperience.com/sign-up-for-newsletter-bda2/>



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