**PRESS RELEASE**

FOR IMMEDIATE RELEASE

**BWA Yachting appointed to manage and deliver the 35th America’s Cup Superyacht Program**

**Lugano, XXX of XXX 2016 -** Leading marine agency services company BWA Yachting has been exclusively appointed to manage and deliver the 35th America’s Cup Superyacht Program in Bermuda in May / June 2017.

The America’s Cup Superyacht Program offers a place in a competition the world has never seen before. Participants will be offered exclusive ringside seats to see the speed and skill of the world’s best sailors as they compete for supremacy at speeds over 40 knots. Only superyachts berthed in the America’s Cup Superyacht Program will receive VIP viewing flags providing front row access to the race course.

The America’s Cup Superyacht Program offers premium berthing locations in Bermuda, at both the capital Hamilton and in the heart of the America’s Cup Village at Royal Naval Dockyard. Owners and their guests will enjoy exclusive privileges and experiences, including access to Club AC (the official hospitality venue) and invitations to special VIP functions and parties. Outside of the America’s Cup races, there is plenty of other action scheduled in June including: the J Class Regatta, the Red Bull Youth America’s Cup, and the America’s Cup Superyacht Regatta.

Next year’s program has already generated a great deal of interest and the limited number of berths available at the event are already selling out fast, with over half of the premium inventory already reserved.

BWA Yachting and the America’s Cup Event Authority are offering a unique and premium yachting experience, with the assistance and support of the Bermuda Tourism Authority. Superyacht owners will have unprecedented on- and off-water access to the 35th America’s Cup that will honor the historical ties between the America’s Cup and luxury yachting, with Bermuda as a stunning backdrop.

Inspired by the natural beauty of the island and the first class facilities it has to offer, including excellent golf courses, 5-star luxury hotels, fine dining restaurants and charming towns, BWA Yachting’s team has put together a bespoke package of activities that will ensure participants have a wonderful experience during the America’s Cup.

BWA Yachting’s partnership with the America’s Cup Event Authority has proved to be a successful in the past, as the two worked together for the last America’s Cup in San Francisco in 2013. Welcoming the renewal of the relationship, BWA’s chief executive Stefano Tositti said he is delighted to partner up again with the America’s Cup – the competition for the oldest trophy in international sport.

“We are very excited to offer superyachts this very unique opportunity to be part of the 35th America’s Cup in Bermuda, and we look forward to supporting our clients with a dedicated team of professionals who will ensure a fantastic experience in Bermuda in 2017. BWA Yachting has been appointed to manage the America’s Cup Superyacht Program, including the delivery of a range of VIP concierge and marina services to all the yachts participating.” Stefano Tositti added: “The America’s Cup Event Authority has renewed its partnership with BWA Yachting because we have the experience and the expertise necessary to deliver a truly amazing experience for superyacht owners, charterers, captains, and crews, who will join us in Bermuda in 2017.”

“This next America’s Cup in Bermuda is on track to be an historic event,” said Sam Hollis, the Chief Operating Officer of the America’s Cup Event Authority. “The racing on the water will be the most competitive we’ve seen, with six strong teams showcasing the best sailors on the fastest boats. The setting and facilities in Bermuda are truly stunning and our superyacht owners will have a premium and exclusive experience through the America’s Cup Superyacht Program developed by BWA Yachting, the Bermuda Tourism and the America’s Cup.”

The special America’s Cup Superyacht Program includes:

* Exclusive America’s Cup designated berthing at one of our three premium locations:
	+ America’s Cup Marina, Royal Naval Dockyard.
	+ America’s Cup Marina, Front Street, Hamilton.
	+ Hamilton Princess Marina, Hamilton.
* VIP flag for the race course: front row viewing in the dedicated VIP area for participants in the America’s Cup Superyacht Program.
* Access to the America’s Cup parties / events (owner +1).
* VIP access to Club AC hospitality (owner +1) on every race day.
* Access to pit lane base tours (owner +1).
* Access to post race press conference for owner.
* Prize giving access (owner +1).
* BWA Yachting dedicated team offering concierge and marina services (see opposite).
* Duty-free fueling privileges coordinated by BWA Yachting.
* Utilities: Fresh water on tap and grey water removal.

The 2017 America’s Cup is to be held on the Great Sound race course area in Bermuda, where teams representing six nations will race for the America’s Cup in May/June, 2017. Bermuda is a premium destination and enjoys a mild, year-round climate. The British Overseas Territory, 650 miles off the east coast of the United States, boasts championship golf courses, a vast array of watersports, pink sand beaches, and a wealth of historic sites.

BWA Yachting offers marine agency services to help owners with the demands of managing modern superyachts. Services the company provides to captains, crews, and managers includes fully integrated packages, through to single port calls and last minute specialist VIP concierge requests. BWA, which has offices throughout the Mediterranean, Caribbean, and the Americas, also provides clients with advance itinerary planning.

During the 2017 America’s Cup, BWA Yachting’s operations will be supported locally by Bermuda Yacht Services. Click [<https://youtu.be/dzkkiDNzLYo>] – temporary video - for a glimpse as to what to expect from the America’s Cup Superyacht program.

For further information about the superyacht package, please contact:

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About BWA Yachting

BWA Yachting exists to help owners with the increasing demands of managing a modern superyacht. The broad range of marine agency services the company provides to captains, crews and managers includes fully integrated global packages, through to handling single port calls and last-minute specialist VIP concierge requests. BWA also provides its clients with advance itinerary planning and implementation of every aspect of a yacht’s trip. With global offices throughout the Mediterranean, Caribbean, and the Americas, BWA Yachting provides a seamless experience for clients, wherever in the world they are cruising. For more information, please visit [www.bwayachting.com](http://www.bwayachting.com/)

About the America’s Cup

The 35th America’s Cup will take place in Bermuda, with the iconic Great Sound set as the race course area where the new America’s Cup Class boats from each competing nation will race for the America’s Cup in May/June 2017. The America’s Cup is honored to partner with Louis Vuitton as the title partner of the Louis Vuitton America’s Cup World Series, the Louis Vuitton America’s Cup Qualifiers and the Louis Vuitton America’s Cup Challenger Playoffs. Louis Vuitton is also the presenting partner of the 35th America’s Cup Match, presented by Louis Vuitton. The America's Cup is also proud to be supported by BMW, Bremont, ORACLE, XL Catlin, the Bermuda Tourism Authority, Gosling’s, Sperry, Toast Vodka and Sail Racing; as well as: Appleby, BF&M, Butterfield Bank, Butterfield & Vallis, Moët & Chandon, PwC and the Hamilton Princess & Beach Club.

About Bermuda:

Now is the perfect time to escape to Bermuda, the ultimate island getaway. Enjoy British charm and Island soul in mild year-round weather, with championship golf, a vast array of watersports, legendary pink sand beaches, and a wealth of historic sites. The announcement that Bermuda will host the 35th America’s Cup in 2017 has brought a fresh energy to the destination, with new and redeveloped hotels, must-visit attractions and restaurants adding to the island spirit. Start planning your “proper fun” vacation and visit [www.gotobermuda.com](http://www.gotobermuda.com/), [www.facebook.com/BermudaTourism](http://www.facebook.com/BermudaTourism) and [www.twitter.com/GoToBermuda](http://www.twitter.com/GoToBermuda).