

# Steinlager 2



The  
Legendary  
Big Red  
Maxi Ketch  
of Sir Peter Blake

Winner of the  
Whitbread Round  
the World 89/90



The Maxi Ketch  
for Maxi Events



# Sail the Legend!



*Roma per Tutti*



*Rolex Middle Sea Race*

# Steinlager II – The Sailing Legend

**Big Red is already a sailing legend: no other maxi yacht has this palmares of victories – no other maxi is already a piece of sailing story – and still sailing strong!**

Almost 10 million USD were invested in the conception and construction of Steinlager II. She has been designed with the sole purpose of achieving the highest speed performance whilst enduring all weather conditions.

A model of Steinlager II in scale 1:1 is hanging on the front of the Marine Museum of Auckland.



Steinlager II was the first maxi ketch in composite and the first with a fractional rig.

In 1990 Steinlager II was voted „Yacht of the Year“ by the Yachting Magazine.

The winning 2-mast-concept was in the following editions of the Whitbread overtaken by successful yachts like New Zealand Endeavour, La Poste and Merit.

# Sailing in style: Steinlager II

**The legendary maxi ketch of Sir Peter Blake, designed by Bruce Farr.**

Type	Maxi Ketch
Designer	Bruce Farr
Shipyard	Southern Pacific NZL
Year of construction	1989
LOA	25.5 m / 84 ft
Width	5.7 m
Draught	3.9 m
Displacement	35 t
Sail surface	415 m <sup>2</sup> (standard)
Material	Carbon, Kevlar, Nomex
Rating IOR	70.0
Berths	16
Daysailing	max. 24 persons (incl. 4 crew)

**She is the only yacht to have ever won all six legs of the Whitbread Round the World Race.**

**No other maxi ketch has ever had such a series of victories:**

- 1st place Fastnet 89
- 1st place Whitbread 89/90
- 1st place Europe Tour UAP
- 1st place World Circuit (Maxi Division)
- 1st place Transat des Alizees
- 1st place Boston -New York
- 1st place Nioularge
- 1st place Ostende-Helgoland

Sir Peter Blake was the skipper of the yacht that won the 1989/1990 Whitbread Race Around the World and also won the 1995 and 2000 America's Cup for Team New Zealand.

**Steinlager II combines story & sailing in style... she is the absolute eye-catcher at every event!**

The success story of Steinlager II goes on:

- 1st ship home Roma per tutti 2005
- 1st ship home Roma-Carthago 2005
- 1st ship home Palermo-Montecarlo 2005
- 2nd ship home Rolex Middle Sea Race 2005
- 2nd ship home Palermo-Montecarlo 2006
- 1st ship home Palermo-Montecarlo 2007



# Big Red Steinlager II: 100% visibility guaranteed



# Media Coverage

## Media Outlets

### Television & Radio

For example news coverage, other editorial coverage (lifestyle, sporting or news magazine programs), advertising, on-air interviews, remote broadcasts during event.

Exposure can include:

- BBC World
- Sailing Channel
- RAI Sport
- Sky Sports
- CNBC Sports



### TV review

Sailing Channel - Sky Sport: 1 hour regatta

report from aboard. RAI 1 Sport: regatta report Rolex Middle Sea Race.

Sailing Channel: Palermo - Montecarlo Regatta editions of 2005 / 2006 / 2007

### Press review

Articles in international magazines and yachting publications

#### Press:

##### **Skipper (CH/FR)**

- Double page in german and french edition

##### **Marketing Journal (CH)**

- Single page about teambuilding and events with Steinlager II

##### **Fit for Fun (DE/AT/CH)**

- 4 pages about offshore sailing on maxi yachts

##### **Fare Vela (IT)**

- Double page regatta report
- Editorial by VIP skipper Mauro Pelaschier

##### **Solo Vela (IT)**

- Double page regatta report

##### **Yacht Capital (IT)**

- Three pages regatta report from Steinlager II

##### **Waterkampionen (NL)**

- Coverstory Steinlager II at the VOR Rotterdam



# References

DATA	CLIENT	LOCATION	EVENT TYPE	VIP ON BOARD
01/2008	Troika Capital (Ru)	Atlantic Crossing	Teambuilding	–
01/2007	Synergy Group (Ru)	Atlantic Crossing	Teambuilding	–
09/2006	Telecom Italy	Porto Cervo	Incentive	–
04/2006	T-Systems (D)	Valencia	Incentive	Team Shosoloza
02/2006	BP UK Leading Lights	Cagliari	Teambuilding	–
10/2005	Mediterranean Bank	Malta	Regata RMSR	–
09/2005	Tiscali (I)	Cagliari	VIP boat	–
09/2005	Siemens (I)	Porto Cervo	Incentive	–
04/2005	Frimm Finance (I)	Roma per tutti	Regata	Mauro Pelaschier
10/2004	Sergio Tacchini (I)	Trieste / Barcolana	Regata	Cino Ricci
07/2004	Giro d'Italia a Vela (I)	Around Italy	VIP boat	Cino Ricci
07/2004	Danone (F)	Chia, Sardegna	VIP event	–
06/2004	Sunrise (CH)	Portofino	VIP event	Christian Scherrer, Alinghi
06/2004	De Agostini	Lavagna	Show Race	–
10/2003	Dachcom Group (D,A,CH)	Les Voiles St. Tropez	Incentive	–
07/2003	Tiscali Cup (I)	Cagliari	VIP boat	Cino Ricci, Roberto Soru
07/2003	Cochlear (UK, CH)	Chia, Sardegna	VIP event	–
06/2003	Perroni Beer (I)	Costa Smeralda	VIP event	Mauro Pelaschier

