

# FORMULA WINDSURFING ONE DESIGN

FOR THE OLYMPIC WINDSURFING CLASS  
LONDON 2012

Proven equipment  
that is simpler, faster, more affordable, more consistent,  
more reliable and more exciting



## FORMULA WINDSURFING

- The most popular windsurfing class
- The most spectacular and fastest sailing class
- 100% planing = 100% spectacular, more marketable



INNOVATION QUALITY  
**STARBOARD**

## FORMULA WINDSURFING ONE DESIGN

A windsurfing class on STARBOARD equipment

- The World's No.1 Windsurf Board Brand
- 2006 & 2007 Formula World Champion
- 2007 Formula European Champion
- 2007 Raceboard World Champion
- 2007 Speed World Champion
- 2006 & 2007 PWA Constructor's Champion
- 2006 & 2007 PWA Slalom Champion
- 2006 & 2007 PWA Freestyle 2<sup>nd</sup>
- 2006 PWA Wave Champion
- World Sailing Speed Record Holder with 49.09 knots



## DISTRIBUTION

- Distributed worldwide in 70 countries across six continents
- The current RS:X class is only available direct from distributors.
- Formula Windsurfing One Design equipment is available through distributors and shops:
  - Deeper distribution
  - More availability
  - More market support

## PRICE

- The most affordable Olympic Sailing Class by far
- Two Thirds the price of the current Olympic equipment



## RELIABILITY & CONSISTENCY

- No moving parts: more reliable, more consistent
- Proven equipment: more reliability
- 100% planing: less wear and tear



## LIGHT & COMPACT

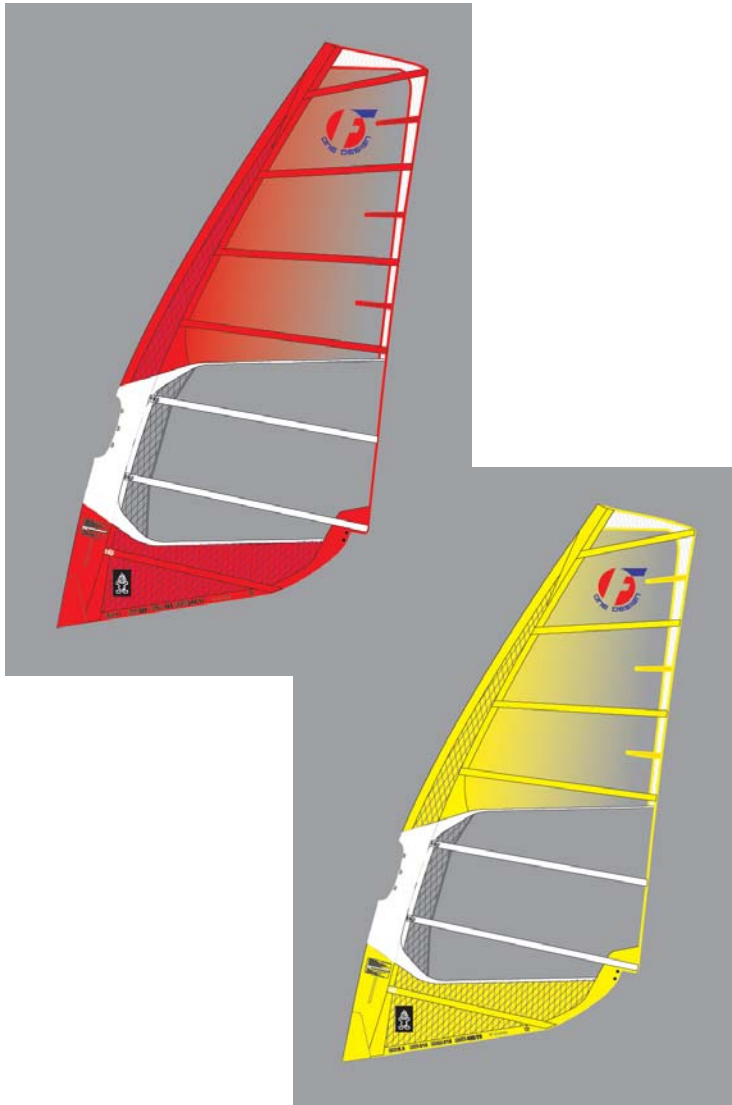
- Lighter
- More performance
- Easier and cheaper to transport
- More attractive to women and youth expanding the appeal of Olympic Windsurfing





## FITNESS & RACING

- 100% planing: shift of focus towards tactics, trimming & technique
- 100% planing: less pumping
- 100% planing: less stress on the arms and back



## APPEAL TO RACERS

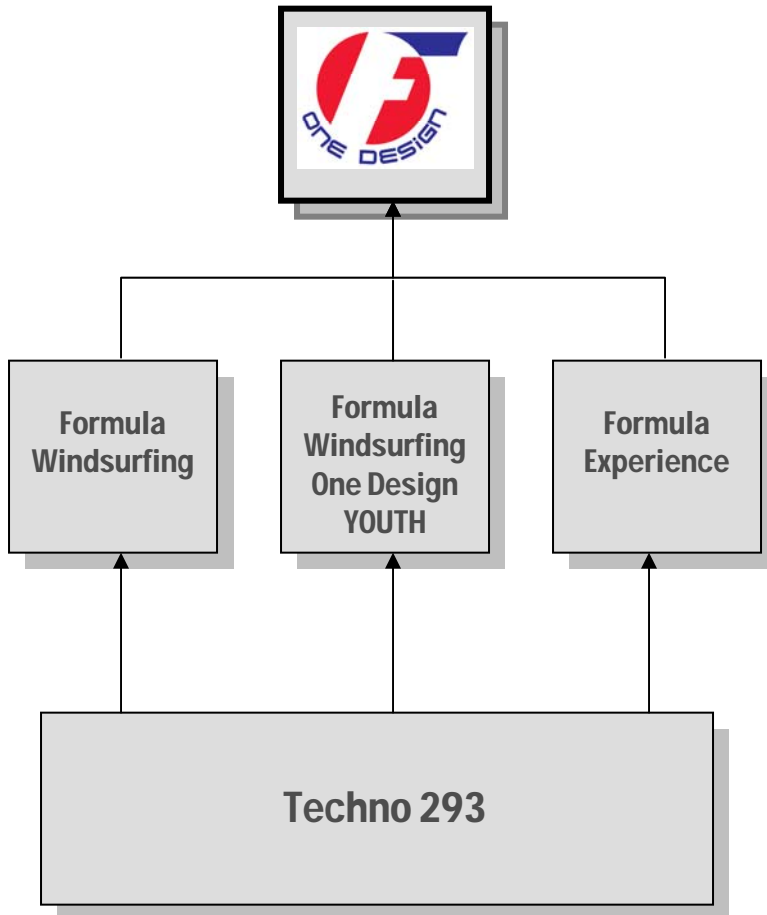
- Powerful sails with a wide wind range
- Under 10 knots: low bottom end power for early planing
- Top end control: up to 25 knots
- 11m<sup>2</sup> sails for men – expanding the range of competitive body weights for men
- 9.5m<sup>2</sup> sails for women – expanding the range of competitive body weights for women



## APPEAL TO RACERS

Starboard Formula One Design board

- The Windsurfing World's most successful racing board
- Light – half the weight of the current Olympic windsurf board
- Massive wind range – Currently raced in 6 to 25 knots wind
- Proven and consistent – The proposed Formula 162 model has been on the market since 2007. Starboard Formula boards have been on the market since 1999.



## ESTABLISHED FEEDER CLASSES

- Techno 293
- Formula Experience Class:  
the affordable feeder path less than half the price of the current RS:X class
- Formula Windsurfing One Design YOUTH Division:  
a feeder class on identical equipment to the Formula Windsurfing One Design with 8.5m and 9.5m rigs



**STARBOARD**

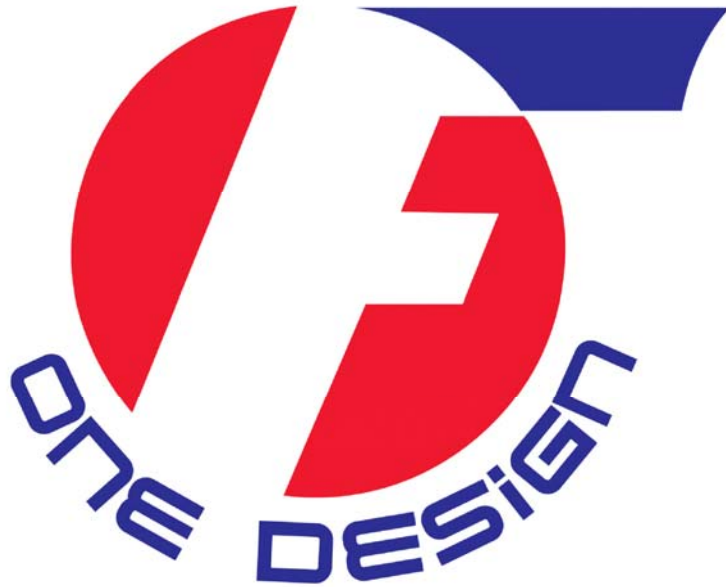
## STARBOARD SUPPORT

Class Support fee:

2.5% of the ex-factory price on each product, equivalent to approximately 20 000 Euros per annum

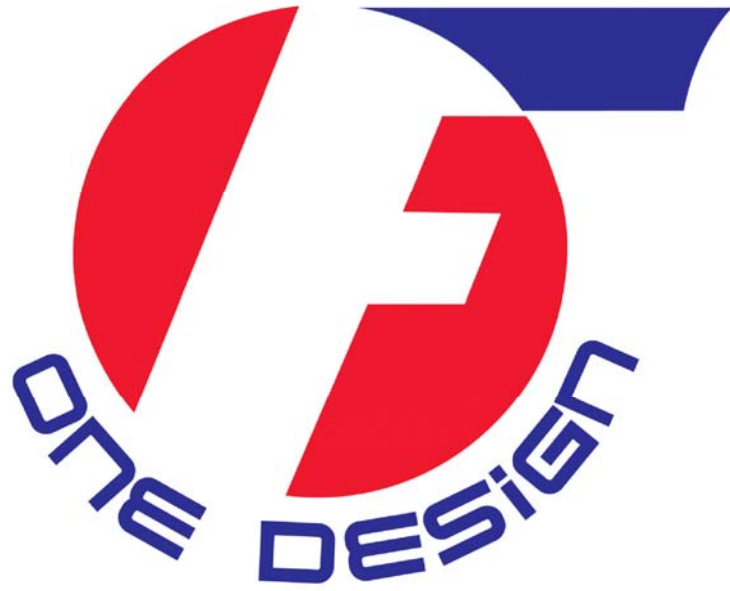
Event Support fee:

2.5% of the ex-factory price on each product, equivalent to approximately 20 000 Euros per annum



# FORMULA WINSURFING ONE DESIGN

- More popular
- More spectacular
- More affordable
- Deeper distribution
- More reliable equipment
- More consistent equipment
- Lighter equipment
- More focus on racing, less on pumping
- More feeder channels
- More appealing to windsurfers
- More appealing to the public
- More appealing to the media
- More appealing to sponsors



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