

FOR INFORMATION ABOUT SWEDISH MATCH 40
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FOR INFORMATION ABOUT THE TOUR VISIT
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PRODUCTION, MARKETING AND SALES WILL BE DONE BY MAXI YACHTS AND
SAILNET, WITH THE INVOLVED PARTNERS AS SUBCONTRACTORS.

3.8 METRIC TONS OF BOAT ENERGY TO
BE TAMED BY THE WORLD'S TOUGHEST

SAILORS

SWEDISH MATCH 40: THE NEXT STEP IN THE DEVELOPMENT OF THE SWEDISH MATCH TOUR

With the America's Cup moving to Europe, the sport of match racing will continue to grow and evolve in the coming years. The Swedish Match Tour, a series of nine of the world's leading professional match racing events that offers more than US\$1,000,000 in total prize money each year, also continues to evolve.

The Swedish Match Tour's latest, and in many ways proudest, announcement is the creation of a Tour fleet of boats.

After relying on event-supplied yachts for the first four years of the Swedish Match Tour, a desire arose to create a separate fleet of boats that could provide a consistency from event-to-event for the racing, while producing the most equal racing conditions. The boats also needed to be of a "grand-prix" nature, utilizing the latest technology.

The boats had to be designed in a way that would continue the Swedish Match Tour tradition of holding the racing on short courses in shore-side venues, as the easily visible courses encourage the involvement of both the sailing and leisure crowd, allowing everyone to see, first-hand, sailing at the highest level.

Additionally, as every America's Cup skipper knows, big boats get the glory but small boats make the sailor. That is why in the period of time leading up to the 2003 America's Cup, the Cup syndicates regularly left their testing to come compete on the Swedish Match Tour in hopes of sharpening their match racing skills and core crew communication, while developing a better feel for umpires' calls.

Recognizing the value the America's Cup teams placed on competing on the Swedish Match Tour, the goal was also to create a boat similar in look and performance to that raced in the America's Cup, but portable enough to fit in a 40 foot container allowing it to be shipped to each of the events on the Swedish Match Tour.

"We wanted to create an opportunity to simulate the America's Cup racing and bring it to as many markets as possible, including those that in the past would have been unable to host a Swedish Match Tour event due to a lack of a suitable fleet," said Scott MacLeod, Swedish Match Tour Director. "At the same time, shipping the IACC boats and crews would be cost prohibitive to involve the large field of competitors the Swedish Match Tour seeks at each of our events."

The Swedish Match Tour contacted Sailnet, a Scandinavian marketing and management company specializing in sailing, to manage the project. After several discussions, famed Swedish boat builder Pelle Petterson and Maxi Yachts was contacted to create a model of such a racing yacht.

As you will read in the following pages, working with input from the Swedish Match Tour, Sailnet and some of the Tour's top competitors, Petterson created a boat that will provide optimal performance while also allowing for the portability necessary to move the boats around the world on an annual basis.

As the Swedish Match Tour begins its fifth year, and looks ahead to the future, the combination of the world's top competitors and exciting, high-performance yachts in spectator-friendly venues continue to position the Swedish Match Tour as the world's premier professional sailing series.

"The Swedish Match Tour is delighted to have participated in this exciting project. The Swedish Match 40 is a truly unique design which we believe will set a new benchmark for match racing sailors and events worldwide", says Pierre Tinnerholm, President Swedish Match Tour.

We encourage you to learn more about the Swedish Match 40 and follow all the action from the Swedish Match Tour year-round on www.swedishmatchtour.com.



40 FOOT BODY, 170 M² MOTOR, AND NO BRAKES.



The Swedish Match 40 is the ultimate sports craft – developed for match racing by match racing sailors. A 40 foot, slender creation with exceptional maneuverability, hefty sail size, and, not least, high speed.

The idea for a new match racing boat that could be sailed in the global arena, which the Swedish Match Tour provides, arose, quite simply, from the need for identical competitive conditions for sailors regardless of where they compete. An obvious factor for competition, but not so easily met. It is, therefore, with great pleasure, pride, and a lot of relief, that we present the newly created sports craft: the Swedish Match 40.

A WESTERN SWEDEN INDUSTRY PROJECT WITH SPORTING AMBITIONS

But a boat with this level of dignity is much more than just a boat. The creation of a completely new match racing boat requires lots of ambition, loads of cooperation, buckets of sweat, and, not least, a group of sponsors who can rally around this industry project.

When the Swedish Match Tour commissioned SailNet to create a specially designed match racer for the Tour, the obvious thing to do was to contact Maxi Yachts as well as Pelle Petterson. No one has as much sailing know-how as Sweden's foremost boat designer and sailor.

The next step was to attract sponsors who, with their knowledge of their respective fields, could help make this project a reality.

Semcon was contacted for its experience and expertise in hull construction, Seldén as the world leader in mast and rigging systems, LEWMAR for its indisputable leadership in deck equipment, and Maxi Yachts for its advanced production technology in sailboat construction.

BUT A BOAT IS NOT ONLY BUILT; IT MUST BE MARKETED

As we said, it needs the right packaging and right presentation to the right audience on the right occasion. To help with this important job, the Swedish Match Tour and SailNet engaged valentin.byhr.partners advertising agency, which has an interest in sailing and which handled all communication regarding the new boat, and Filmpoint, which documented the boat's construction from plug to maiden voyage.

All sponsors of this project have been, and still are, equally responsible for its success. Without them, there would be no Swedish Match 40.

But now the boats are tugging at their moorings, and waiting to do battle.

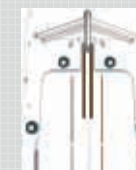
A SMALL-SCALE AMERICA'S CUP

Many sailors on the Tour consider match racing to be excellent preparation for America's Cup. No matter how you cut it, participation in America's Cup is the ultimate in the world of sailing. But the Swedish Match Tour is not far behind when it comes to competition.

On the Tour, every crew member shows their true colors in the regattas at the best sailing venues in the world. And now there is a boat for developing and refining their technique, because the Swedish Match 40 is, in principle, a downsized America's Cup boat with the same hull, sails, performance, and attributes, at about half the size. Something that will obviously make future Tour events even more exciting for the world's best sailors.

We whole-heartedly welcome these sailors.

TECHNICAL SPECIFICATIONS



HULL AND DECK

The hull is laminated by hand in a female mould. Above the waterline a sandwich laminate ensures a light and stiff boat. The laminates are vacuum-consolidated in high stress areas to achieve an optimised structure. Multiaxial glass fiber is used for optimum stiffness and minimum weight. The direction of the axial reinforcement is dictated by the major loadpaths of the structure. The deck is built in a sandwich laminate with local reinforcement in single laminates. All fittings are attached in single laminates.

The hull internals include two pairs of continuous stringers and sparsely spaced ringframes. All frames are made of sandwich with L-flanges in the openings for minimum weight. The ringframes and one pair of longitudinal stringers stiffen the deck. The deck gear is a complete package from LEWMAR.



KEEL AND BULB

The keel is vertically adjustable and housed in a keel box, which is integrated with the deck. In the raised position the hull rests directly on the bulb in the cradle, and hence the whole yacht and cradle fits into a 40 foot container. In the lowered position, a wedge shape in the keel ensures zero play. In the event of running around the energy is absorbed by an impact zone aft in the keel box.

The chordlength of the keel is designed to make the yacht easily manoeuvrable at low speeds, and the section chosen is an advanced laminar profile for minimal resistance. The keel fin is cast iron and a lead bulb is attached with an integrated casting technique also incorporating bolt fasteners. The bulb is designed for minimum resistance and it provides the yacht with a carefully optimised righting moment, regardless of rating rules.



RUDDER AND STEERING

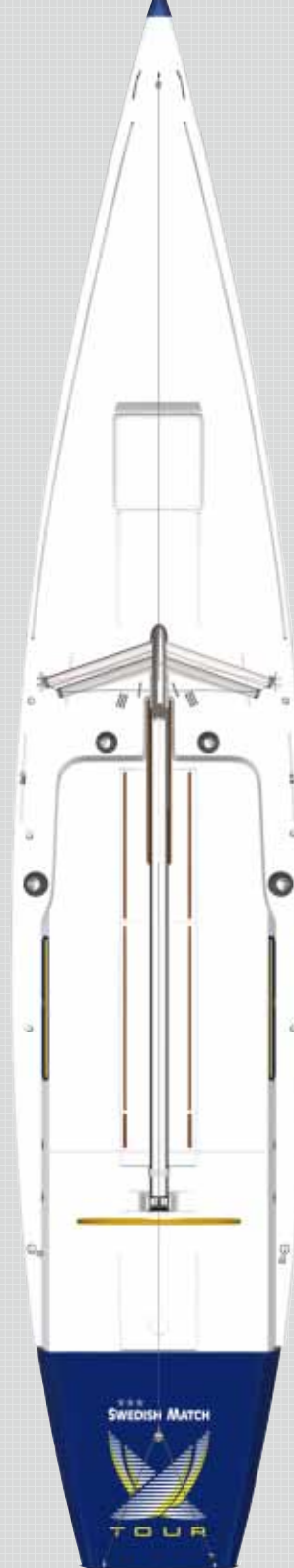
The planform of the rudder has been designed to make the yacht nimble in tight situations and controllable at speed. A deep appendage provides a low center of pressure and the conservative aspect ratio in combination with a forgiving cross section result in a rudder that avoid stalling during incautious manoeuvres in the heat of the competition. The rudder stock is made of aluminum and mounted in self-adjusting needle bearings. The steering is a complete Cobra system including rudder stock and bearings from LEWMAR.



MAST AND RIG

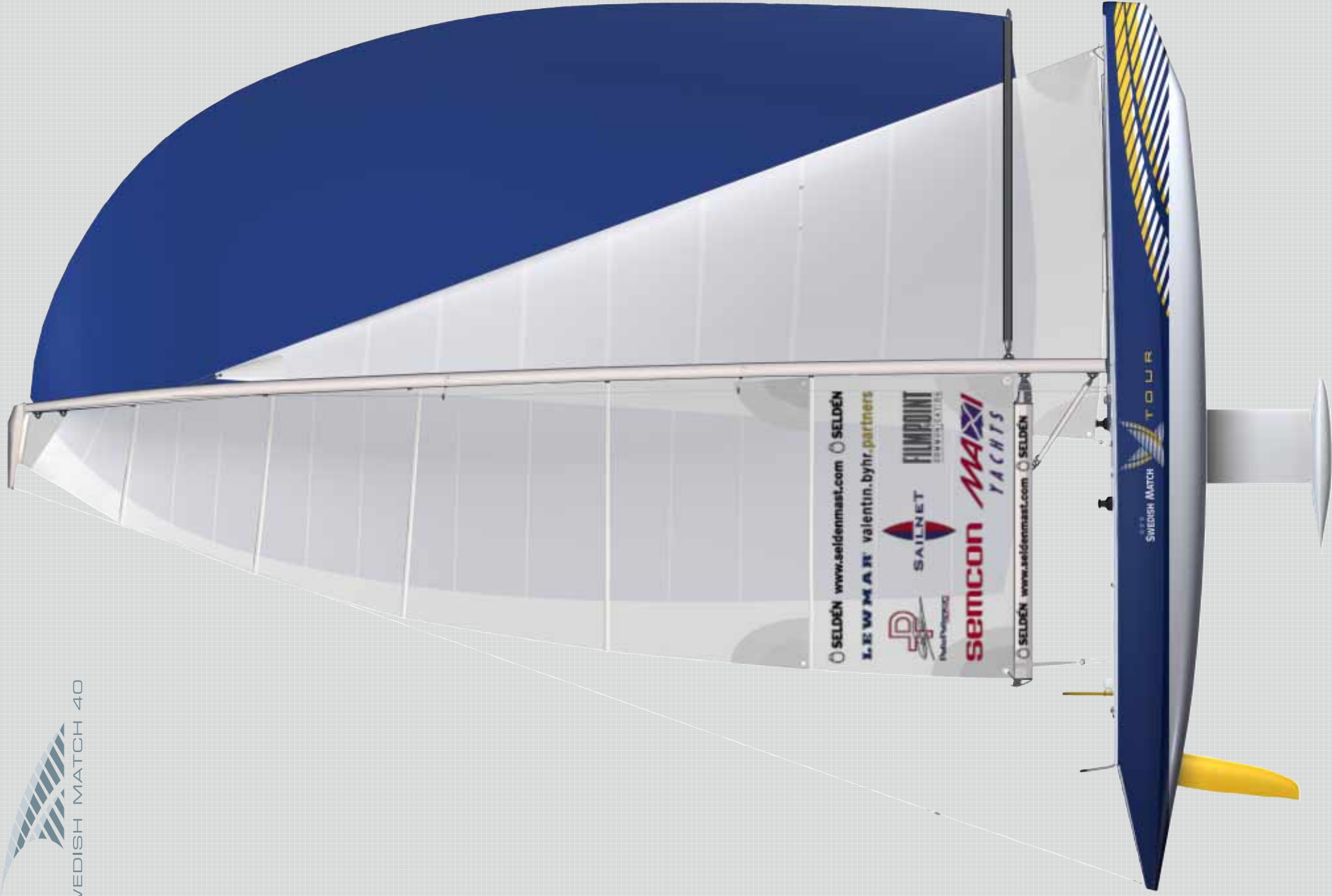
The fractional rig system is designed for maximum performance in combination with easy handling. It features a long masthead fitting, allowing the large positive roach of the mainsail to pass beneath the backstay. Double spreaders, swept 19° aft, and the longitudinal stiffness of the mast section, make running backstays redundant, saving the crew a task when tacking and gybing.

The full length battens are supported by MDS (Multi Directional Support) cars in the luff groove for minimal friction when hoisting and trimming. The position of the mast heel on the keel can be adjusted fore-and-aft for trimming the rake and the prebend. The mast, which is secured at deck level by a wedging system, has also been designed to fit into a 40 foot container and can be separated into two sections. The mast and boom are aluminum, the spinnaker pole is carbon fiber, and all running rigging is in Dyneema.



SWEDISH MATCH

TOUR



DESIGNER'S COMMENTS



About one year ago, I was approached by Swedish Match Tour and SailNet and asked to design a new match racing boat. The idea was to improve the Swedish Match Tour by having the same boats used at all events. Naturally I was quite excited about the prospect of designing a boat that could be used by the top match racing teams at events all over the world.

There were a few specific criteria; the boat was to be designed to a specific "box rule", literally. The boat had to fit in a 40 foot HC container so that it could be shipped from venue to venue. The yacht has a retractable keel, removable rudder and the mast is spliced in two parts. The whole package on its trailer rolls into the box. Further, the hull, rig, sails and equipment must be very reliable to stand up to a lot of the punishment of match racing.

Further, the new class should have the character of an ACC (America's Cup Class) yacht appealing for crews and spectators and physical demanding. A crew of 5 will race the new class, (6 for women) with space for an umpire in the transom scoop. Also desirable was room for a "17th" man, in this case we can call it a "6th" VIP person.

I was a bit involved in the change over from 12-M to the ACC rule. This time it was a matter of going from 6-M to this new design. About the same displacement, but bigger and faster boats. The dimension of this new class actually turned out to be half the size of an ACC yacht.

For the rig and sails I felt it was desirable to have a fair bit of roach and a fashionable gaff top for the main. With the limited crew, runners or twin upper backstays were out of question. Heavily swept side shrouds are good upwind but running at low angles make a full batten mainsail look pretty bad. Also the system with a batten lifting the backstay aft was discarded. The final solution was to design a rather long mast tip crane that made room for a big headboard and a fair roach. Seldén has been quite keen to help to develop this idea. Their new mast section, with innovative track and car system is ideal for the purpose. The other part of the boat is designed by the Maxi Yacht design and development teams; my daily partners in the process of developing Maxi's sailboats.

The lateral surface of the keel and rudder might seem a bit large but are necessary due to limitation of draft.

For safety, I have designed in two precautionary ideas. First, the bow has an integrated polyurethane part to soften collisions. Also, in the keel box there are shock-absorbing devices to limit the damage should the boat run aground.

All in all, I believe the Swedish Match Tour Boat will be a fantastic boat in every sense and offer the sailors a great tool to develop their match racing skills on the road to the America's Cup.



Pelle Petterson

SWEDISH MATCH 40 - A JOINT VENTURE INCLUDING THE FOLLOWING PARTNERS

ELVSTRÖM SOBSTAD

Elvström Sobstad was founded 2002 upon the merging of two of the largest firms in the world of sail manufacturing: Elvström Sails of Denmark and Sobstad Corporation of the United States. Combining the design strengths of Elvström Sails and the unique Genesis sail making technology.

The Swedish Match Tour is a tough testing ground and we are very proud to have been chosen to produce all the sails for this new exciting matchracer. The demands put on sails for matchracing are extreme. We are using all the learnings from our involvement in The Swedish Match Tour to make your racing and cruising sails faster and even more durable. ElvströmSobstad is represented in 52 locations worldwide - ready to serve you.

FILMPOINT COMMUNICATION

Filmpoint Communication produces major television features for national and international television companies.

The productions are very demanding and require great skill because they are often broadcast live, which permits no second chances.

Filmpoint has televised the Swedish Match Cup in Marstrand since the regatta began 10 years ago. In cooperation with GKSS and Tour sailors, we have been able to develop sailing and match racing into an appreciated TV sport.

For Filmpoint, it is natural to participate in the creation of a global match racing boat, which will contribute to sailing's development as a new, major TV sport.

Through participation in the project, we convey our knowledge of TV production internally as well as to project interest groups and to our customers.

LEWMAR SPORTSMANSHIP

Sportmanship AB has been involved in the marine industry since 1995. Since our job is to distribute and market goods in Sweden, we have, for many years, been an active partner on a number of different projects.

When we were asked if we would like to participate in the creation of a new match racing boat for the Swedish Match Tour, we saw opportunities to convey knowledge and to market cutting-edge products in our search for an appropriate demonstration project. As a new distributor for LEWMAR in Sweden, we can now communicate that LEWMAR is the obvious choice for our customers. Our participation in the project also provides practical, internal training opportunities.

THROUGH PARTICIPATION IN THE CREATION OF A NEW MATCH RACING BOAT:

We add enthusiasm to our current customer relationships. We present Sportmanship as a skilled partner. LEWMAR becomes the recognized supplier for these events. We create future business.

MAXI YACHTS

Maxi Yachts stands for timeless elegance and quality. At our modern production and development center, Maxi Yachts and Pelle Petterson lead product development to satisfy future needs. Our very sophisticated skills and know-how, which we continually develop and use to improve our products, guarantees the customer a sailboat that will exceed already high expectations. Maxi Yachts' success in regattas the world over and the high resale value of our boats is proof of a successful concept.

THROUGH THE SWEDISH MATCH 40:

We verify Maxi's extremely good sailing qualities. We passion and market ourselves as the supplier to the world's elite sailors. We strengthen existing customer brand loyalty and attract new customers. Invaluable feedback from sailors for improving the sailing capabilities of existing and future Maxi boats.

PELLE PETERSSON YACHTING

Thanks to Pelle Petterson's steady connections with yachtsmen around the world, opinions on material, details and function have constantly been discussed. Out of this was born the idea of a personal collection of functional yachting and leisure wear: Pelle Petterson Yachting. The collection is designed for the tough challenges of sailing as well as leisure life. What Pelle does not know about sailing is probably not worth knowing. Through his life as an active racing sailor he never does anything without consideration. It is that experience and knowledge which is the base when it comes to the development work of our collection. Pelle Petterson Yachting is function-based design reflecting years of experience.

SAILNET

SailNet works with sailing, oceans, and boats. With our background in sailing and experience as active sailors, as well as experience from the business and marketing worlds, we recognize sailing's potential as a profiling instrument for companies that want to grow brands, create events, and develop promotional activities.

It was natural for SailNet to develop and lead the project to create a global match racing boat. There was no real match racing boat on the market, and we wanted to participate in its development.

The network and cooperation surrounding the boat's development has become a concrete business project which, in turn, has led to new development opportunities as well as business relationships.

SELDÉN

The Seldén company is the world's leading manufacturer of masts and rigging systems for dinghies and one-design and displacement boats. The company has five production facilities in Europe and the United States and a worldwide network of over 700 certified retailers. Brand names such as Seldén, Furler, and Proton guarantee carefully crafted solutions for both leisure and competitive sailors.

Seldén is proud to actively participate in Swedish Match efforts to develop a newly refined match racing boat. "Through the Swedish Match Tour, the sport of sailing has continual, global competitions in which the world's most outstanding sailors participate. All sailors using the same boat type will further highlight the tour's status among both competitors and the general public," says Peter Ronnbläck, Seldén President.

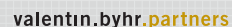
SEMCON

Semcon is one of Scandinavia's leading design and development businesses with around 1800 staff. We help companies to develop products faster, with improved design and featuring the latest technology. We also take responsibility for entire product development projects - from concept to market launch. By taking part in projects like Swedish Match 40, the Volvo Ocean Race and America's Cup we gain experience that can be transferred to more everyday projects in any of the industries we work with: Medical, Telecom, Medical & Life Sciences or Industry. An added bonus is that it's great fun working in high-tech projects with leading companies in the Swedish marine industry.

VALENTIN.BYHR.PARTNERS

Valentin.byhr.partners is one of Sweden's largest, privately owned advertising agencies. Our business concept, which includes close cooperation with our customers, is the delivery of creative, comprehensive solutions for all communication channels. We offer expertise from creative solutions to publishable material, always utilizing the brand's tonality and value with the greatest of care. Major customers include Saab Automobile, Stena Line, Santa Maria, Pöjens, Familien Dufjeldt, Göteborgs Hamn, the Swedish Match Tour, Nimbus Boats, and Maxi Yachts.

Through our long-term cooperation with Nimbus and also with the Swedish Match Tour, it seemed completely natural for us to join the project and to contribute our marketing and design knowledge. In addition, many of our employees are very interested in sailing.



Official supplier of the Swedish Match 40: Ackert Reklam, Ahlstrom Glassfiber OY, Carl Larsson Mekaniska Verkstad AB, Diab Divinoyell Sverige AB, Göteborgstryckeriet, International Färg AB, Musto, Reichold, Robship, Sjögrens Industrihandel, SSPA, Stora Enso Fine Paper, 3M, Mann Custom.