



## AUDI SAILING CHAMPIONS LEAGUE FINAL

15 – 18 October 2020

### ***14 European Nations Set to Compete at the Audi SAILING Champions League Final 2020 on Sardinia***

**Hamburg, 12 October 2020: 27 yacht clubs from 14 European nations are prepared to sail for the prestigious silver trophy in the SAILING Champions League Final 2020, due to take place in Porto Cervo, Italy on 15 to 18 October. Entering the competition are the best national teams of each National Sailing League in 2019 as well as the top teams qualified through the SAILING Champions League Qualifier 2020 at Lake Starnberg. The international field of high performance crews promises a tight outcome of the season final.**

Among the favorites are renowned candidates such as the Norddeutscher Regatta Verein from Germany, the Royal Danish Yacht Club and the Akhmat National Sailing Team from Russia. But also the top teams from Austria, Sweden and Switzerland have more than outsider chances to win during the four-day regatta at Porto Cervo.

The full list of finalists can be found on [sailing-championsleague.com/participating-clubs-2020](https://sailing-championsleague.com/participating-clubs-2020).

The iconic Yacht Club Costa Smeralda will be hosting a SAILING Champions League regatta for the sixth time, again having its long-time partners Audi and the One Ocean Foundation on board. Oliver Schwall, Managing Director of the SAILING Champions League, is very pleased to hold the final together with the Yacht Club Costa Smeralda: "Our long partnership with the Yacht Club Costa Smeralda has already created several highlights in the history of the SAILING Champions League. Also this year we are very much looking forward to the broad international field of participants and the thrilling races in front of the Costa Smeralda. This will be an exciting and grand final to the SAILING Champions League season 2020."

#### **Livestream and results by SAP**

The final two days of racing on Saturday and Sunday will be live broadcasted by SAP (Saturday from 12:00 PM CEST, Sunday from 11:00 AM CEST), with expert commentators providing blow-by-blow analysis of the racing, aided by the detail provided by SAP Sailing Analytics. The SAP Sailing Analytics provide 24/7 additional statistics and data for sailors, fans, spectators and media like GPS tracking, real-time analysis, live leaderboard combined with 2D visualisation. You find all results on [sapsailing.com](https://sapsailing.com).

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**How to follow the SAILING Champions League:**

Facebook: @SailingCL

Instagram: @sailing\_champions\_league

YouTube: @SailingCL

Website: [www.sailing-championsleague.com](http://www.sailing-championsleague.com)

Website of SAILING Champions League – Asia Pacific: [sailing-championsleague.asia](http://sailing-championsleague.asia)

**Background Notes for Editors**

**PAST WINNERS OF SAILING CHAMPIONS LEAGUE**

2019: Royal Sydney Yacht Squadron, Australia

2019: Youth SCL: Bodensee-Yacht-Club Überlingen, Germany

2018: Circolo della Vela Bari, Italy

2018: Youth SCL: Bodensee-Yacht-Club Überlingen, Germany

2018: Women's SCL: Kongelig Dansk Yachtklub, Denmark

2017: Yacht Club Costa Smeralda, Italy

2016: Deutscher Touring Yacht-Club, Germany

2015: Kongelig Norsk Seilforening, Norway

2014: Kongelig Dansk Yachtklub, Denmark

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**THE SAILING CHAMPIONS LEAGUE**

The most successful clubs in the national sailing leagues compete in qualifying regattas and one final. Short races, one-design boats, a standardised course and competition between the world's most renowned sailing clubs - all these ingredients guarantee sailing at the highest level.

**THE IDEA BEHIND THE SAILING CHAMPIONS LEAGUE**

It is a format that has worked well in football for years. Now we have clear proof that it also works in sailing: An international club competition with high media interest and a competition that clubs, sailors and fans can identify with.

The idea behind the SAILING Champions League is simple: It is the championship of national champions. The most successful clubs of the countries of the National Sailing Leagues compete against each other to become the winner of the SAILING Champions League.

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## **SAILING CHAMPIONS LEAGUE – ASIA PACIFIC**

In the seventh year of the SAILING Champions League series with over 20 national sailing leagues in Central Europe, the USA and Australia, the format expanded into the Asia-Pacific region in 2020. The best sailing clubs in the Asia-Pacific region can qualify for the SAILING Champions League - Asia Pacific Final in a separate qualification series. The Asia Pacific region comprises the countries of the country groups I, J, K and L defined by World Sailing. An overview can be found at [www.sailing.org/mna](http://www.sailing.org/mna). The three best clubs of the SAILING Champions League - Asia Pacific Final qualify for the SAILING Champions League Final in Europe.

## **WHY NATIONAL SAILING LEAGUES?**

The SAILING Champions League is based on the same format of the National Sailing League. It all started with the foundation of the German Sailing League in 2013. The format was developed by the consulting and investment company "Konzeptwerft" in cooperation with some of the leading German sailing clubs and the German Sailing Association.

In 2014 Denmark was the first European country to adopt the format of a national sailing league based on the German model. By 2019, 21 countries in Europe and Oceania operated their own national sailing leagues. The logical conclusion from this trend? An international league for the national champions and the best of the national sailing leagues - the SAILING Champions League.

## **YOUTH AND WOMEN'S SAILING CHAMPIONS LEAGUES**

After the strong growth of the league format, leagues for youth and women's competitions were established. In 2018, for example, sailors competed in the Youth SAILING Champions League and Women's SAILING Champions League for the first time. The aim is to make league sailing as accessible and attractive as possible for a larger group of sailors and to make it more attractive for sponsors and business partners.

## **THE HISTORY OF THE SAILING CHAMPIONS LEAGUE**

The Hamburg-based consulting and investment company "Konzeptwerft" has revolutionized sailing in Germany in 2013. For the first time the clubs competed directly against each other in a friendly competition called National Sailing League. The concept took up the centuries-old tradition of "club against club" and turned this friendly rivalry into a competition that immediately attracted the interest of sailors throughout the country. It ignited a passion for inter-club competition that had never been seen before. This enthusiasm not only attracted the attention of the national sailing community, but also the regional and national media.

Via livestream as well as a detailed race analysis by SAP Sailing Analytics, fans and all those interested in sailing can follow the races of the SAILING Champions League in real time on YouTube, Facebook, sportdeutschland.tv and [www.sailing-championsleague.com](http://www.sailing-championsleague.com).

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