

The story so far...

The America's Cup is sport's oldest international trophy, predating The Ashes and modern Olympic Games by decades - and Britain has never won it.

Land Rover BAR has been set up as a long term sustainable business. The team's campaign for the 35th America's Cup campaign is £90 million and Land Rover BAR are funded to move forward into the next campaign.

Land Rover BAR believe their influence should extend far beyond the racecourse and aim to be the most sustainable sports team in the UK, leading the way for others to follow. In 2016, ACEA and all competing teams came together to sign a 10-point sustainability charter.

In January 2017, a framework agreement was signed by five of the six teams confirming the plans for the 36th and 37th America's Cup, due to take place in 2019 and 2021 respectively, allowing the Cup to become a biennial event.

The America's Cup is a challenge between Yacht Clubs and Land Rover BAR is representing Royal Yacht Squadron Racing. The Royal Yacht Squadron first started the Cup back in 1851 with a race around the Isle of Wight.

Ben Ainslie shows rare entrepreneurial commitment amongst sportsmen, very few run their own professional teams at the height of their competitive success, something only Bruce McLaren and Jack Brabham have achieved.

Land Rover BAR set up a permanent home in Portsmouth and in 2015 Martin Whitmarsh joined as CEO, bringing his shared vision to support the growth of the marine sector in the Solent area to match 'Motorsport Valley'.

HRH The Duchess of Cambridge is the Royal Patron of the 1851 Trust, the official charity of Land Rover BAR. In 2016 the Trust launched a national STEM education programme, BT STEM Crew. The Trust runs sailing and education programmes to enable, engage and encourage young people to broaden their horizons and take up new opportunities.

In 2016 the team launched the Land Rover BAR Academy, to find and support talented young British sailors, and create a pathway into the America's Cup. Success of the Academy programme includes the promotion of Neil Hunter from junior to senior team. At 22, Neil will be the youngest sailor competing in the 35th America's Cup.

Quotes...

“ The America's Cup is the only major sporting event that Britain has never won. It is about being the best of British and the long term goal is to right that wrong and bring the Cup home. Alongside our vision to win the Cup, we have always planned to establish a long-term, sustainable, diversified business, and a sports team that will inspire the next generation.”

**Team Principal
and Skipper,
Sir Ben Ainslie**



#BringTheCupHome

Sporting Challenge

No British teams have ever won the America's Cup and Land Rover BAR is the first British entry for 16 years.

There's been 21 British Challengers in the 166 year history of the Cup.

Thomas Lipton challenged five times for the Cup, unsuccessfully. His fourth campaign is the closest Britain has ever come to bringing the Cup home.

Only one Challenger has won the America's Cup at the first attempt, Alinghi in 2003. It took OTUSA 10 years to win their first Cup and eight years for Emirates Team New Zealand.

Only four nations have ever won the Cup, USA, Australia, New Zealand and Switzerland.

Having won the Louis Vuitton America's Cup World Series, Land Rover BAR enter the Louis Vuitton Qualifiers with two bonus points.



Land Rover BAR Best of British Design

The America's Cup has always been a design and technology race. In the 35th America's Cup, the team's will race in 15 metre America's Cup Class boats (ACC), reaching speeds of up to 60 mph.

The key to speed is achieving continuous stable 'flight', requiring a constant supply of human power for the duration of the races.

In 2015, Land Rover joined as the team's Exclusive Innovation Partner providing advanced technology expertise across aerodynamics, control systems and machine learning projects.

The 'Technical Innovation Group' (TIG) powered by PA Consulting brings together the very best of British industry to contribute to the unique technical challenge. Technical collaborations include a bespoke steering wheel for Skipper, Ben Ainslie (JLR), bone conduction technology (BAE Systems), development of tactical aids (BT) and 3D printing (Renishaw).



Sustainable Team, Sustainable Goals

The team is supported by Exclusive Sustainability Partner, 11th Hour Racing and BT as Technology in Sustainability Partner, to achieve international standards across operations, constructions and reporting.

In February 2017, the 11th Hour Racing Exploration Zone was opened at the Land Rover BAR Bermuda base, to educate visitors by highlighting the team's sustainability incentives and leaving a lasting legacy on Bermuda. Over 2,000 individuals, including 1,800 young people, have visited since the launch.

BAR is the only British sports team to be awarded the Olympic-inspired international ISO 20121 standard across all its activities, providing a management framework for Land Rover BAR to guide the use of resources and the impact on the environment and its ecology.

The team home in Portsmouth built to BREEAM excellent standards, incorporating a resource efficient design with high specification, responsibly sourced materials, and renewable technologies to deliver a low carbon emitting, purpose built facility.





Future

2019 - AC36 - Location and date will be decided by the winner of the 35th America's Cup.

2017

17 - 25 June - 35th America's Cup match presented by Louis Vuitton

12 - 21 June - Red Bull Youth America's Cup.

10 - 12 June - Louis Vuitton America's Cup Challenger Play Offs Final

4 - 8 June - Louis Vuitton America's Cup Challenger Playoffs Semi-Finals.

26 May - 3 June - Louis Vuitton America's Cup Qualifiers.

6 February - Land Rover BAR officially launch the team's Bermuda base, the 11th Hour Racing Exploration Zone and christen 'R1' – the team's America's Cup Class race boat.



2016

December - Half of the team relocate to Bermuda to begin sailing operations and final preparation on the America's Cup Race Course.

18 - 20 November - Land Rover BAR win a fourth Louis Vuitton America's Cup World Series event in Fukuoka to become Champions and take two bonus points into the Louis Vuitton America's Cup Qualifiers May 2017.

8 October - 1851 Trust launch BT STEM Crew, a STEM digital education programme with the support of the team.

22 - 24 July - Land Rover BAR win again on home waters at the Louis Vuitton America's Cup World Series Portsmouth - taking them to the top of the Louis Vuitton America's Cup World Series leaderboard.

28 February - Land Rover BAR win the first Louis Vuitton America's Cup World Series event of 2016 in Muscat, Oman becoming the only team to win two events to date.

22 January - Launch of Land Rover BAR Academy to find and support talented young British sailors, and create a pathway into the America's Cup.



2015

25 July - Winners of the Louis Vuitton America's Cup World Series Portsmouth - the first time a British team contested an official America's Cup competition in front of a home crowd since 1851.

25 June - The team announce their Title and Innovation partner, Land Rover, who take naming rights.

22 June - Almost exactly a year after construction started, the new headquarters is declared operational.

8 April - Growing a new team required Ben Ainslie's attention on many different areas, with the foundations complete, Martin Whitmarsh joined as CEO to help take the business forward.

17 February - BAR become the only British sports team to be awarded the Olympic-inspired international ISO 20121 standard across all its activities.

10 February - Docking RIB project commences with 70 apprentices from City College Southampton to build two specialised RIBs for the team.

2014

2 December - Bermuda announced as venue for 35th America's Cup.

22 October - 'T1' - team's first testing boat launched. Between 2014 and 2016 four test boats were designed, built and launched.

13 October - The 1851 Trust is launched with a Royal Patron, to inspire and engage a new generation through sailing and the marine industry.

20 August - Royal Yacht Squadron Racing Challenge accepted for the 35th America's Cup, making BAR the official British entry.

1 July - £6.5M Government funding for headquarters announced.

10 June - Official launch of BAR in the presence of HRH The Duchess of Cambridge.



2013

1 December - Having raised £25 million of private funding in 8 weeks, Ben Ainslie hits the button and launches his British challenge.

25 September - Ben Ainslie wins the 34th America's Cup with OTUSA. After the dramatic Oracle Team USA comeback, he decides to start his own British team with one overriding ambition, to Bring the Cup home.



#BringTheCupHome

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