

AT THE GENOA BOAT SHOW BLUEGAME REVEALS ITS BIGGEST CHALLENGE TO THE PUBLIC

BGH: Daring the Impossible

*Ameglia (SP), 22 September 2022 - Memento audere semper (remember always to dare), with **BGH Bluegame** has made Gabriele D'Annunzio's motto its own. After the presentation to a parterre of journalists during the Sanlorenzo group's press conference at the recent Cannes Boat Show, for the first time the public will be able to admire the large-scale model of the most daring challenge that Bluegame's non-conformist and pioneering soul has dared to seize: designing and building for the New York Yacht Club, American Magic, challenger of the 37th edition of the America's Cup to be held in Barcelona in 2024, the first hydrogen-powered "chase boat", in accordance with the strict requirements of the event's Protocol.*

An extremely **complex challenge** from a design and technical point of view: a vessel of only 10 metres that must reach a speed of 50 knots and a range of 180 miles, propelled exclusively by hydrogen in combination with foils. **Zero emissions**, releasing only a few drops of water into the environment, the **ultimate expression of sustainability in yachting**, unimaginable until very recently.

A brave and remarkable project for which **Luca Santella**, head of Bluegame's Product Strategy, has assembled a team of exceptional expertise whose members have all been involved in the design process in the last America's Cup editions, gaining the utmost know-how in the areas of structures and composites, foil design and the management of the software that controls the trim of these sophisticated flying boats.

Choosing Bluegame as a partner in the adventure to win back the America's Cup is the world's most aristocratic and exclusive Yacht Club, which has made history in this event, winning the first edition in 1851 and holding the record for 132 years, the longest winning streak in the history of the sport. A great recognition of Bluegame's design value, a dream realised, which will touch the sea in spring 2023.

On the other hand, there will be no need to wait to visit the models of the historical BG range and the BGX range, cross over par excellence. On the docks of the Genoa Boat Show, from 22 to 27 September, there will indeed be examples of the Bluegame range, united by a DNA that eludes all categorisation.

Starting with the **BG54**, which has just returned from its presentation at the Cannes Yachting Festival, where it won the YACHT TROPHY AWARD within its category and which also, at the Genoa kermesse, is in the running for the prestigious Design Innovation Award, confirming the uniqueness of the project.

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A BRAND OF SANLORENZO

The **BG42 BIG GAME**, with its unique graphic livery and sports equipment, brings us into the fisherman dimension of the brand's evergreen entry level.

The **BG72** has already convinced many admirers of both fly and open boats, being the missing link between the two categories, a meeting point that has defied all stereotypes.

Finally, the **BGX60**, which retains all the advantages of the revolutionary concept of the first-born BGX70 in a smaller space, yet all to be experienced in a grand way.

The Bluegamers team on the stand will be delighted to show the present and unveil the future of Bluegame, in spaces shared with parent company Sanlorenzo, of which it has been a proud part since 2018.

