



SVB Spezialversand für
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Press release (short)

Hugo Picard, the French Classe Mini sailor, is living his dream - single-handedly crossing the Atlantic in a GO-kart of the seas!

SVB GmbH from Bremen becomes title sponsor of French Class Mini sailor Hugo Picard, also known as "The Sailing Frenchman".

Hugo will compete in the forthcoming 2021 Mini Transat race in "Les Sables d'Olonne" under the name "SVB Team". SVB supports him in his quest to make his dream come true!

Hugo's hands-on mentality and positive approach is inspiring!

Hugo represents what many sailors and water sports enthusiasts aspire to - passion, freedom and adventure. He's not afraid to get his hands dirty and solves most of the technical problems on board himself.

More than 10,100 fans follow Hugo regularly on Instagram and Facebook. With over 3,700,000 views and 110,000 subscribers on YouTube, his videos inspire people all over the world.

The challenge!

The Mini-Transat - One of the greatest challenges in ocean sailing for 44 years!

To this day, the Class Mini has been challenging solo sailors every two years. The transatlantic race demands everything from its participants: strength, stamina, courage, skill, navigational expertise and the ability to think on one's feet.

The race takes place over two stages, which are judged together to decide the victor, from Les Sables d'Olonne, France via Santa Cruz de la Palma, Tenerife to Saint Francois, Guadeloupe.

4050 nautical miles, 1 sailor, 1 6.5 metre long boat and no assistance!

The boat with the fastest total sailed real-time result wins!

Aims

The Mini class inspires sailors of all nations, who are just as diverse as SVB's customers. France is SVB's 2nd largest market, so it is not only a good time to increase brand awareness, but also to leave a mark on French sailing and help up-and-coming sailors in the offshore scene realise their dreams.

„We can help you sail around the world, and that's exactly what we want to prove with this project", says SVB's managing director Thomas Stamann.

Together, we want to inspire people to realise their dreams. Just like Hugo!

Which is why our motto for the project is:

Let's sail the world!