

# BREMONT

CHRONOMETERS

## Bremont to sponsor BT Sport coverage of the America's Cup

JULY 2015



- Bremont, Official Timing Partner to America's Cup and ORACLE TEAM USA agree a broadcast sponsorship package with BT Sport including America's Cup Finals 2017 in Bermuda
- BT Sport has secured the exclusive live UK and Ireland coverage rights for all events in the 35th America's Cup.

Portsmouth, July 23 - BT Sport has secured the exclusive live UK and Ireland coverage rights for all events in the 35th America's Cup. Beginning with the opening races of the Louis Vuitton America's Cup World Series in Portsmouth on July 25th & 26th this summer, BT Sport will offer live coverage of all America's Cup racing to viewers through to the finals in 2017, where the fo-cus will shift to Bermuda for coverage of the America's Cup Match presented by Louis Vuitton.

The sponsorship will be supported by on screen activation in the form of broadcast sponsorship billboards and break-bumpers around the America's Cup programming, and is an exciting move for Bremont with sailing seen as a natural environment for the Bremont brand – a sport sharing many of the same technological and cultural values.

“This is a great opportunity for us at Bremont to further demonstrate our passion for the America’s Cup and this extraordinary sport, said Giles English, Co-Founder of Bremont Watch Company.



“The broadcast partnership with BT Sport provides Bremont the opportunity to increase its brand exposure with UK sailing fans, particularly of our new collection of America’s Cup and ORACLE TEAM USA watches”

Hosted by Jake Humphrey, Shirley Robertson and Hannah White, the Bremont sponsored BT Sport coverage will broadcast all live events of the 2015-16 Louis Vuitton America’s Cup World Series and continue into the Louis Vuitton America’s Cup Qualifiers, Challenger Playoffs and the America’s Cup Finals in Bermuda in 2017.

“We’re thrilled that in partnership with Bremont we are able to bring the story of the America’s Cup to fans in the UK and Ireland,” said Simon Green, Head of BT Sport.

“The essence of the America’s Cup is the racing on the water and with exclusively live coverage of all the live stages on BT Sport, viewers will share in the full story from the first races in Portsmouth this summer through to the crowning of the next champion in Bermuda in June 2017.”

## #BremontTimingAC

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