



## **PRESS RELEASE**

**RS Marine Group**

**26 July 2024**

### **RS21s selected for the ASEAN Cup International Regatta**

Top-tier racing, united ASEAN regions and a HK \$1 million prize pot! The ASEAN Cup International Regatta (ACIR) promises to be the Asian super sailing event of 2024. This high-profile, invitational regatta will be a six-part series celebrating sailing in Asia, raced in RS Sailing's ultimate one-design keelboat, the RS21.

The ASEAN Cup invites those from high-level clubs and sailing associations to represent their regions. Competition entrants are selected from 10 ASEAN member countries (Malaysia, Singapore, Thailand, Vietnam, Philippines, Brunei, Cambodia, Indonesia, Laos, Myanmar) together with the East Asia Free Trade Area (China, Japan, South Korea) and the Chinese Special Administrative Region (Hong Kong, Macau).

Not only a celebration of sailing in Asia, the regatta also aims to unite the ASEAN region - showcasing cooperative efforts on tourism, sport, culture, economy and trade. As Mr. Law Kam Fai, Chairman of the ACIR Organising Committee, puts it: "One ocean, one ASEAN." Furthermore, to make the event even more exciting, there is a prize of HK \$1 million for the series champions.

The one-design RS21 has revolutionised keelboat racing, taking the world by storm since its inception in 2018. Globally, it is growing year-on-year, with record-breaking entry figures in the RS21 World Championships in 2023 and official class recognition from World Sailing since 2021 (the global governing body for the sport of sailing recognised by the International Olympic Committee).

"Sticking to the Corinthian ethos, sailors compete in identical RS21s; levelling the playing field and intensifying the competition," explains RS21 International Class Manager, Nick Redding. "Success on the racecourse is determined by the skill and strategy of the crew rather than the difference in equipment."



The boats are designed to be handled by sailors of varying skill levels. Everyone has a role to play, and ease-of-use is part of the attraction. The class encourages camaraderie among sailors. Shared equipment equals shared opportunities; individuals and teams learn from each other throughout the events. The ASEAN Cup chose the RS21 over its competitors due to its high performance and popularity within the one-design, match racing community, as well as its smart-stacking design for more sustainable transportation.

2024 ASEAN Cup will start the first leg of the competition in Melaka, Malaysia in October, before it moves onto Shenzhen, China in November and then Koh Kong, Cambodia in March 2025. The RS21 is the ideal fit for this multi-location format as six boats can be packed into one shipping container. This was also a very important consideration for ACIR as it allows them to move equipment more effectively between numerous locations and venues.

During the event, the game will be broadcast live on television to mainstream media in the 10 ASEAN countries. Live broadcast will also be available on mobile platforms and screenings will take place on digital billboards in shopping malls across Malaysia. It is estimated that more than 100 million viewers will follow the event.

As the boats head out to Melaka, Malaysia for the first ACIR event in October, RS Marine Group's International Sales and Business Development Manager, Dan Jaspers, looks ahead to the future of the game. "I look forward to a long and prosperous relationship between our two great organisations. On behalf of the entire RS Sailing team and those involved with the RS21 International Class, we are all excited by this momentous news and we look forward to a fruitful and long-lasting working partnership as we embark on our joint venture with delivering the ACIR event."

Jon Partridge, CEO of RS Marine Group, was present for the official signing of the designated partnership between RS Sailing and the ASEAN Cup International Regatta on the 20 March 2024. "The RS21 is rapidly gaining in popularity thanks to its emphasis on close, tactical racing. This fresh approach engages seasoned sailors with a dynamic racing experience while, at the same time, attracting a new generation to the sport.

"We are thrilled that the ACIR has chosen to partner with RS Sailing. Despite being further afield geographically, RS Sailing has been chosen for the quality and performance above all else. RS21



fleets are building across the globe and the partnership with ACIR brings the excitement of the class to a vibrant regional series in Asia.”

For more information on RS Sailing, their range of boats or individual races and events, visit [www.rssailing.com](http://www.rssailing.com).

**ENDS**

**NOTES TO EDITORS:**

- Within the RS Marine Group, RS Sailing is internationally renowned for producing durable, award winning, and fun sailing dinghies. RS Electric Boats works towards reducing emissions from chase boats. The Pulse 63 is 100% electric, uses emissions-free propulsion, and is made using sustainable materials. Cheetah Marine and RS Electric Boats joined forces in 2022 to develop a new generation of electric workboats. The companies are working together to accelerate the evolution of dependable electric boats for commercial, and leisure use. Ocean Play is a collaboration between RS Marine Group and Jo Richards to manufacture Picos, Bugs, Bahias and Vagos. As well as manufacturing to Richards' original design, Ocean Play offers worldwide customer services for all four boats.

[www.rsmarinegroup.com](http://www.rsmarinegroup.com) | 01794 526760

[www.oceanplay.club](http://www.oceanplay.club) | [www.rselectricboats.com](http://www.rselectricboats.com) | [www.rssailing.com](http://www.rssailing.com) | [www.cheetahmarine.com](http://www.cheetahmarine.com)

- Cheetah Marine launched its first catamaran in 1990. Designed by founder Sean Strevens, who was then a commercial fisherman, it was made to handle rough seas and beach safely in surf. Since then, the company has built over 600 catamarans for commercial seamen, fisherman, divers, patrol personnel, hydrographic surveyors, expedition skippers and more.  
[www.cheetahmarine.co.uk](http://www.cheetahmarine.co.uk) | 01983 85239
- RS Electric Boats' parent brand, RS Sailing is internationally renowned for producing durable, award winning, and fun sailing dinghies. RS Electric Boats was born from the company's desire to reduce emission from chase boats. Production facilities for its Pulse 63 – a RIB with fully integrated electric hard drive – has recently moved to the Hamble. The Pulse 63 is 100% electric, uses emissions-free propulsion, and is made using sustainable materials.  
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