

Solo Round the Globe Record





Between 1519 and 1522 Ferdinand Magellan realized an enterprise that changed the destiny of humanity, now comparable to the landing on the moon. An epic journey: the circumnavigation of the globe.



**challenging the oceans following
the footsteps of the great seafarers**

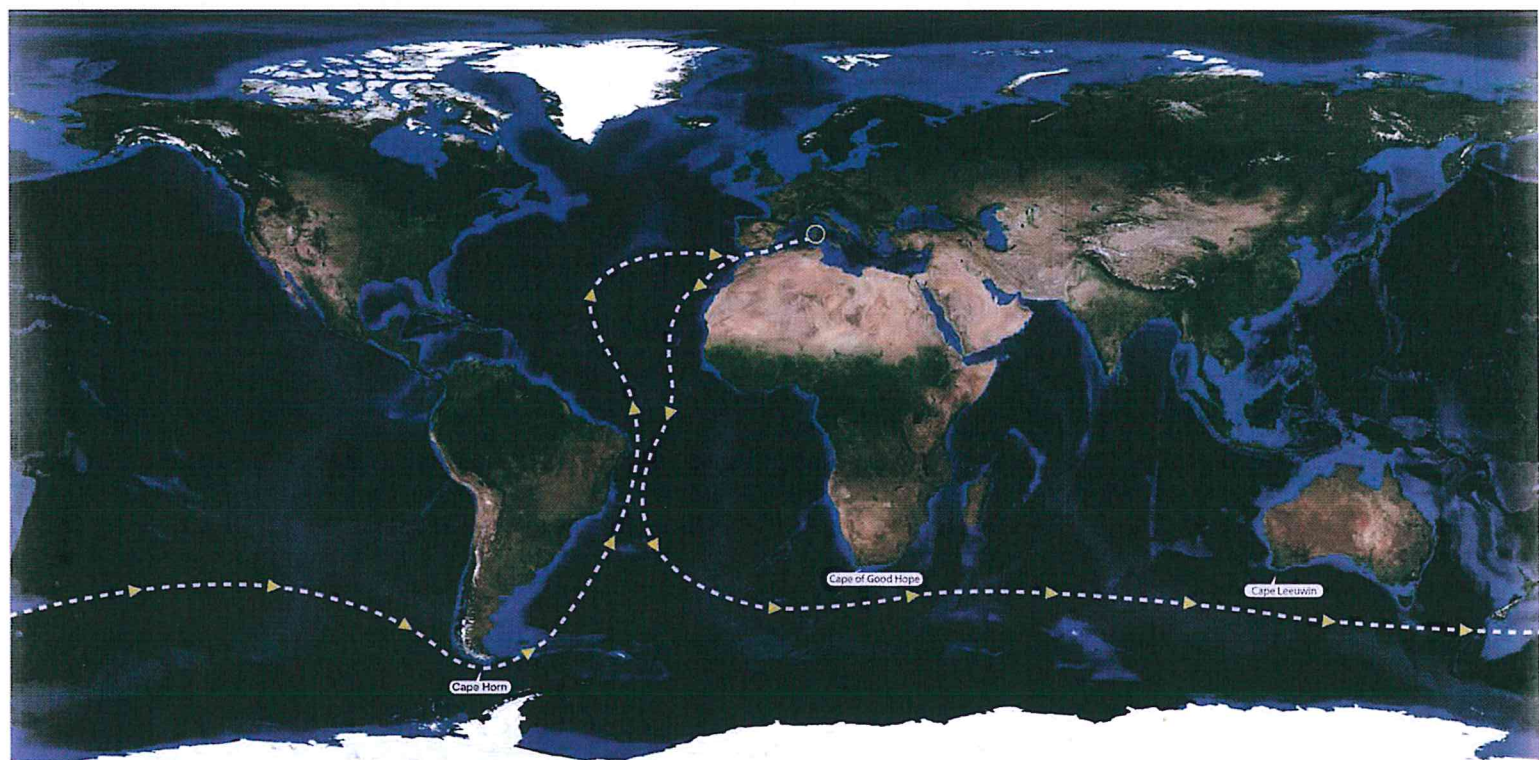


the endeavour

- The single handed round the globe circumnavigation, without stopover
- nor assistance, along the route of the Roaring Forties.
- A challenge aboard of a Class 40 monotype boat.



Round the Globe



The Gaetano M...

the endeavour

Start

October 2016

Location

A port in Italy

Skipper

Gaetano Mura

Duration

Approx 150 days

Distance

25.000 nautical miles (46.300 km)

Course

From the Mediterranean, through the Atlantic Ocean up to the Cape of Good Hope then continuing clockwise around Antarctica, leaving Cape Leeuwin (Australia) on the left, passing by Cape Horn, ending back into the Mediterranean.

The rout is exactly that of the mythical Vendée Globe singlehanded race without stopovers, which happens every 4 years. A part of Gaetano's course will coincide with that race thanks to its timing.

Round the Globe



the endeavour



The **Vendée-Globe** is a singlehanded sailing boat race around the globe. This regatta represents a extremely severe challenge in terms of individual physical resistance. It is considered by the experts as the toughest and most significant competition in sailboat racing.

round the Globe



The Gaetano Mura

why



- For a sailor, facing such a challenge means to follow in spirit the epic events that
- have created the myth of the ocean navigation through the centuries. And even
- more if this endeavor is taken on as an independent.
- For an athlete it means testing oneself up to extremes, in terms of courage,
- perseverance, endurance and ability as sailor.
- It means setting oneself an extreme goal and work with utmost commitment
- and professionalism so to reach it.
- In a few words, it means becoming a legend.



could the Ocean



The Gaetano M...

why choosing

the sport values

- | A champion is a prototype of the modern hero; he is pure,
- | he can count on no one but himself, his commitment and his
- | spirit of self-denial leads him to reach the goal.

the human values

- | A champion represents that what each of us wishes to be:
- | he is correct, strong, full of passion, skilled and experienced,
- | balanced, determined.

At the end of the day, it doesn't matter whether he wins, what really counts is the story he has to tell

Sport and its challenges are a powerful vehicle for the identification and aggregation

Coherent with the challenges of each great company

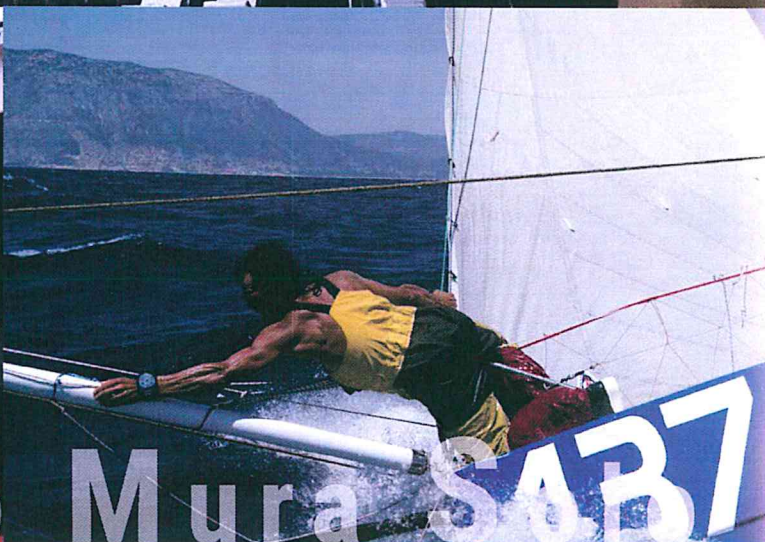
found the Globe



del Gaetano M...

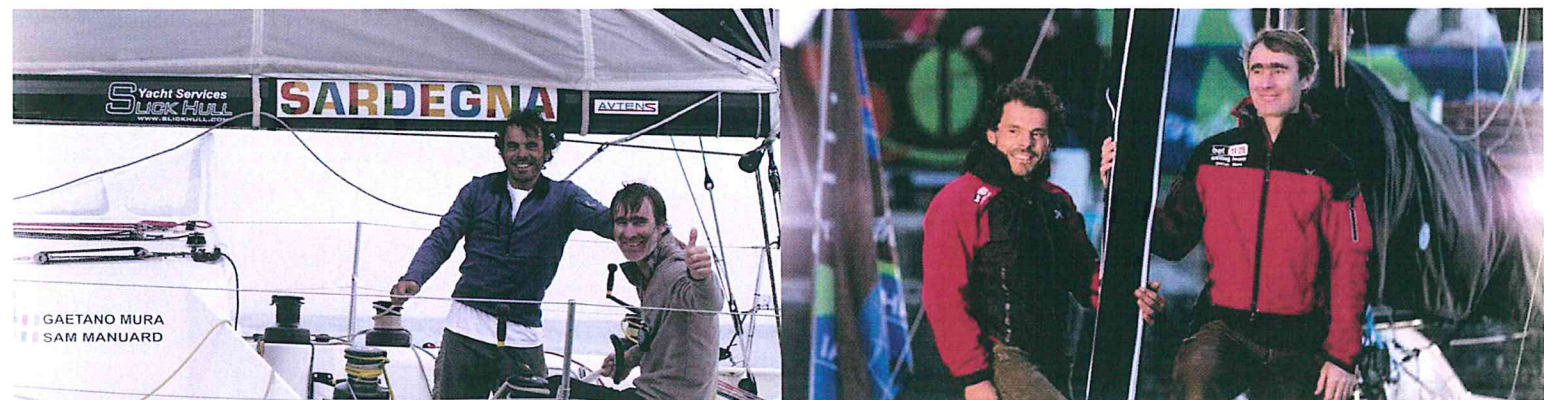
communicating values

- Many private companies and multinationals are searching for new ways in communication, approaching a national and international target with their image and values, trying to establish a link with their audience.
- The "Round the World Record" is a great opportunity to generate visibility, involving a wide cross target.
- Creating a story that has a soul and that speaks to heart and mind.
- Care for the environment, value, courage, global presence, growth objectives, sense of challenge, organizational skills, professionalism, being close to the people.
- A story dedicated to all those who, shareholders, customers or employees, are linked to a company, weather large or small.





■ Finalist in the Tag Heuer 2014 Sailor of the Year contest.



The Gaetano Mura

the 2013 “Transat Jaques Vabre” ocean race

Vela: Transat Vabre; Bet1128 disalbera, Mura e Manuard eroici

Incidente nella rotta, due velisti riescono a tirare su all'isola

11 novembre 16:48



The starting situation

In November 2013 the shore team starts from scratch, 5 day to go to the start of the race.

Among many champions, Gaetano was for sure less known and visible.

Nothing had been planned and arranged in terms of communication. In a few days, the "Gaetano Mura – story" was created!



The Gaetano Mura



the 2013 "Transat Jaques Vabre" ocean race

Media results

more than **450** articles published

constant presence on the **ANSA** Home Page

10 TV specials broadcasted by several TV networks,
among which a live interview by Rainews24

4.700 visits on the web site, **8.893** page views

specials broadcasted by Nautical Channel, in over
50 countries and **5** languages

Via alle votazioni! Scegli tu il Velista
dell'Anno TAG Heuer 2014

Partecipanti professionisti, registriati per i prossimi giorni! Iscrizioni e informazioni, scegli
tra loro il tuo Velista dell'Anno TAG Heuer. Votale on click.

Prodotto in collaborazione con la Redazione di Nautica Channel



I CANDIDATI AL VELISTA DELL'ANNO TAG HEUER 2014

ALBERTO BONA
FRANCESCO DE ANGELIS
VINCENTO DE ELASIO
FLAVIO FAVINI
MARTA MAGGETTI
GILBERTO NOBILI
ANDREA NURA
GAETANO MURA
GIAMPAOLO PEDOTE
MARIO CAPONNETTO & MICHELE STROLOGO
SILVIA SODURI
VASCO VASCOTTO

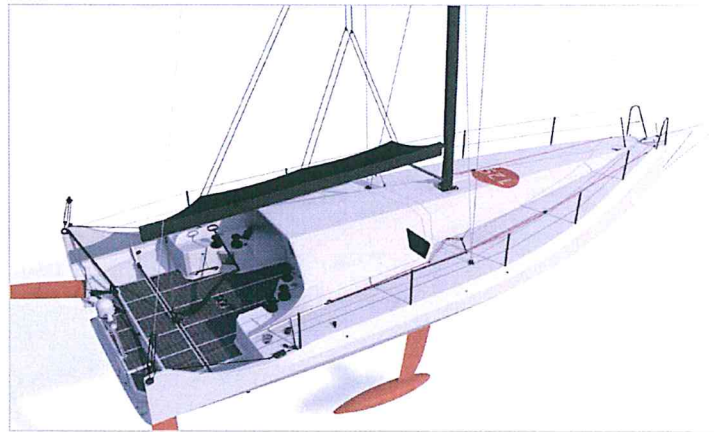
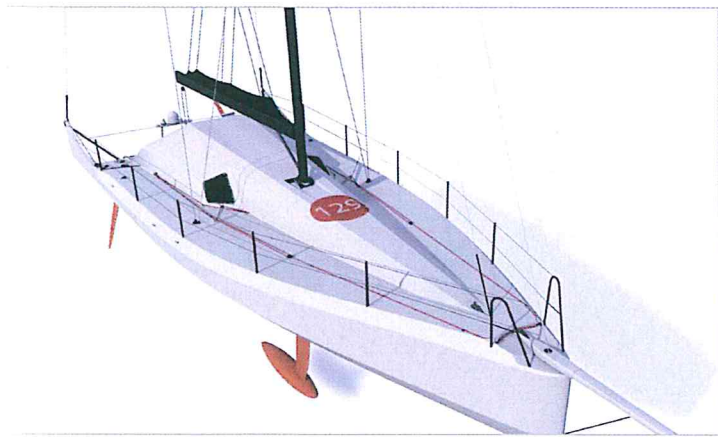
**Gaetano Mura among the top nominations of the 2014 Tag
Heuer Sailor of the Year contest.**

around the Globe

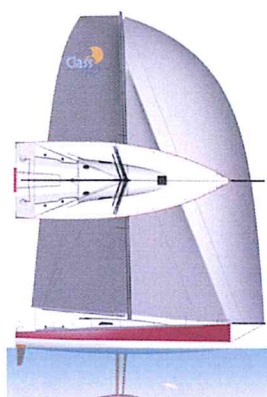


CLASS 40 - The Racing Sail Boat





the boat



Type:	Class40
Launch:	march 2012
Project:	Sam Manuard
Shipyard:	Bert Mauri
Length overall:	12,19 m (40 ft)
Main beam:	4,50 m
Draft:	3,00 m
Displacement:	4500 kg
Sailing area:	115 m ² - 250 m ² with gennaker or spinnaker (nylon)

Very competitive and fast One Design, it has taken part to several prestigious national and international regattas

around the world