



BENETEAU



FIRST30

Evolution of the Species

BENETEAU is launching the new FIRST 30, designed by the talented Juan Kouyoumdjian, well known from the America's Cup and the Volvo Ocean Race. The technical fine-tuning will be supervised by a sailor with an unique list of victories to his name, Michel Desjoyeaux, skipper of the monohull Foncia.



Evolution of the Species

The new FIRST, where three talents pool their DNA :



Juan K., the enfant terrible

As a young boy, long before he designed BMW Oracle or the two last winners of the Volvo Ocean Race, Juan K. dreamed of emulating German Frers, his role model. Beware of dreams... Precociously talented, internationally acclaimed, and totally committed, Juan K. is today a designer being fought over by the major team players.



«For me the FIRST 30 is the synthesis of everything I have learnt - and accessible to the majority...»



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Michel Desjoyeaux, the expert

Winner of the English single-handed transatlantic race, winner of the Route du Rhum, three times winner of the Solitaire du Figaro, twice winner of the Vendée Globe, Michel Desjoyeaux's tally of victories is unique in ocean racing. Michel studied with Eric Tabarly, from whom he inherited both the talent and an out of the ordinary ability to dream up boats that would go on to win.



BENETEAU, creators of the FIRST

It was BENETEAU who in 1978 came up with the concept of cruiser racing with the FIRST 30. A keeled yacht resulted from the race, designed by André Mauric, designer of Pen Duick VI, the boat in which Eric Tabarly won the English single-handed transatlantic race in 1976.



More than 30 years later, although the performance and comfort of the new FIRST 30 may outclass that of her predecessor, the former embodies more strongly than ever the FIRST spirit - the combination of a great designer, a great sailor and a leading brand whose ambition is to combine performance with comfort, basing its approach on innovatory skills.

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A launch backed by an original plan

The public relations exercise is based on three innovations.

An innovatory sailing yacht supported by a public relations campaign that is unprecedented in the sailing world.



1st Innovation: The First 30 Team

The first two of the line will go in the water at the end of June, launching a series of sailing events at St Gilles Croix de Vie under the aegis of the FIRST 30 Team, headed by Eric Ingouf, Juan K. and Michel Desjoyeaux, with the intention of :

- In the short term allowing technical fine-tuning of the boat and the optimising of its performance over the summer.
- In the medium term integrating into the heart of the team future FIRST 30 owners, accompanying them so that they are able to get the full potential from their boat.



2nd Innovation: The contribution of influential yacht racing competitors

For these sessions the First 30 Team has decided to invite on board not only key figures, customers and professionals, but also people who are fond of the First, with recognised expertise and who are deeply involved in the heart of yacht racing.

This has a double objective:

1. Accelerating optimising the boat's performance without waiting for the first racing season, thanks to the contributions of those mariners who will convey their views. The sessions organised during the month of July for speed tests and handling will allow a tuning guide to be compiled, which will be handed to every new owner.
2. Providing the opportunity to get to know and like this boat to guests, who have influence in the sailing world, so as to speed up the development of recognition and image of the new First 30.

In this way the team will be assembled on board including Juan K. or Michel Desjoyeaux, the BENETEAU Research team, experts drawn from the highest performing sailmakers, professional racers, amateur sailors recognised for their talent, and also customers of the brand as guests, who are simply enthusiasts of high performance boats.

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3rd Innovation : First 30 Team social networking media

A bilingual French/English blog www.teamfirst30.com will allow reports to be put on line after every sailing session, interviews with the Team and the guests, and will also include technical fact sheets, the boat's polar curves, advice on optimising speed and performance, which will give an opportunity for sharing this experience to everybody who is keen on knowing and understanding everything about the FIRST 30.

TEAM FIRST30
Le journal de bord de Juan Kouyoumdjian et Michel Desjoyeaux, concepteur et conseiller technique du nouveau First 30.

BENETEAU

CAHIER DE BORD | LE FIRST 30 | LE TEAM FIRST 30 | PLANNING DE NAVIGATION | CONTACT

Lancement du team First 30
7/06/10 Posté par admin dans First 30

OPENING ON 18 JUNE

Juan Kouyoumdjian | Michel Desjoyeaux

Juan Kouyoumdjian et Michel Desjoyeaux - skipper du monocoque Focnia - sont les représentants d'une nouvelle race d'architectes et de marins. Course après course, ils marquent de leur empreinte notre époque. L'architecte et le marin d'exception viennent d'unir leur talent à celui de

BENETEAU'S Facebook page and Twitter account will relay the information, giving the opportunity for online chat with members of the racing community.

facebook

BENETEAU est sur Facebook

BENETEAU

Bruno Lecoqer je vous invite à revoir le film que j'ai réalisé au sein de ma société "OCEANWAYS" sur le BENETEAU CUP organisée à Saint Quay Portrieux.

twitter

Quoi de neuf ? 140

Demièrement : RT @Pyl: Décidément, ce jeune @francoisgabart ira très très loin... à Brest, chef, pour la future #BeneteauBordeaux avec Michel Desj... il y a environ 22 heures

Accueil

nautica_online La Princess Annuncia | Risultati Positivi: www.nautica.it/notizie/2010060075 il y a 5 minutes via API

luxury_yacht Luxury yacht: San Francisco Ferry Ride with Annotations <http://luxuryyacht.cruiseboat.org/san-francisco-ferry-ride-with-annotations/> il y a 7 minutes via Twitter Tools

luxury_yacht Luxury yacht: Octopus Yacht Palm Beach <http://luxuryyacht.cruiseboat.org/octopus-yacht/> il y a 12 minutes via Twitter Tools

ScanVoile Barcelona WR / Michel Desjoyeaux embarque François Gabart, Michel Desjoyeaux à châtei François Gabart pour l'accou... <http://bit.ly/cFRV9L> il y a 13 minutes via twitterfeed

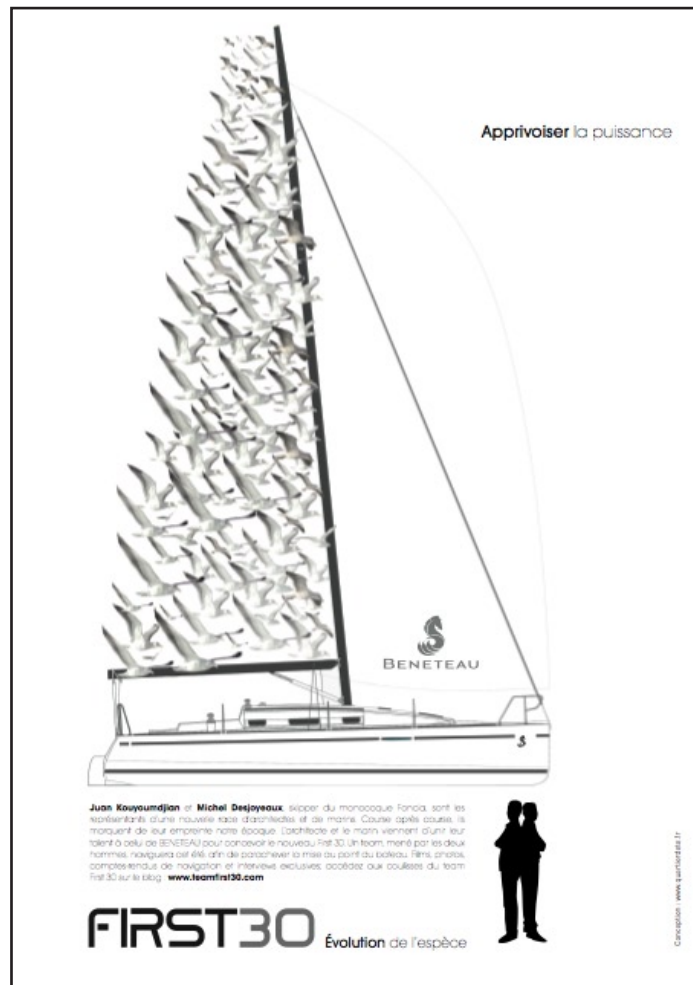
ScanVoile Trophée MAP / Document le matin, pas trop vite l'après-midi. Finalement, ces petites carènes puissantes, taillées... <http://bit.ly/0K1574> il y a 13 minutes via twitterfeed

<http://www.facebook.com/pages/BENETEAU/130849506928638?v=wall&ref=ts>

http://twitter.com/BENETEAU_France

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However the new FIRST 30 will also benefit from full use of the classic methods of public relations, such as press reports.



The new FIRST 30 revealed

The new FIRST 30 combines in the same boat the best of sailing design and even greater comfort.

Typical BENETEAU comfort, typical FIRST performance.

Typical BENETEAU comfort.

A performance boat, but with a high level of comfort for cruising with total peace of mind due to the layout conceived in collaboration with Nauta Design.



Contact

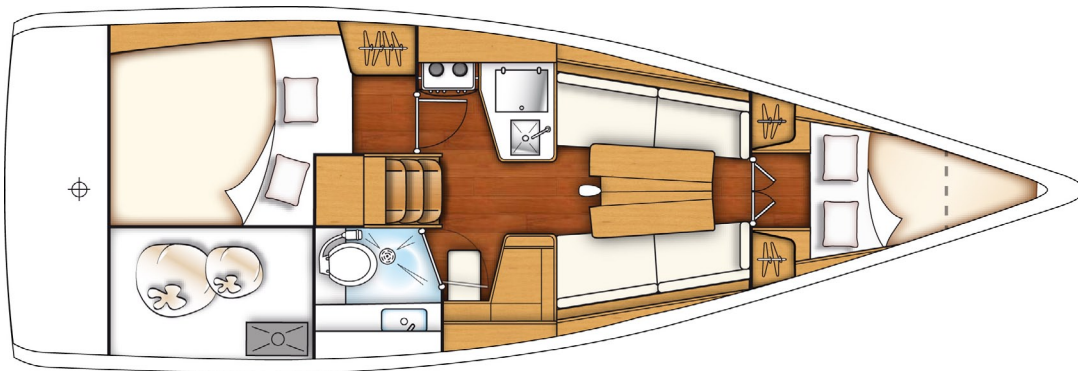
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The interior features repeat the basic framework, which was key to the success of the FIRST 31.7, but with two improved points :

- the forward cabin given a proper door for privacy and space at the foot of the berth
- the saloon table freed from any mast pillar due to the extreme aft positioning of the mast.

Also note the recesses, which complete the saloon seating giving width for a berth, visually balancing the perceived space and rebalancing the perspective between saloon and forward cabin.

BENETEAU has kept the forward cabin's double door for a full impression of the width.



An after cabin and head compartment with shower complete the accommodation in the aft part of the boat.

Woodwork is light oak and retains the FIRST attributes, solid wood mouldings on the chart table and galley.

The boat is fitted with an anchor well for coastal cruising as standard.

Dedicated liferaft storage is provided by a locker in the cockpit benches.

In the facing bench is a large storage locker for the gas bottle.

The boat is equipped as standard with a 20HP Yanmar engine and a folding propeller.

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Typical FIRST performance.

Don't be distracted by the comfort. The new FIRST 30 includes the best of the innovations developed by racing sail boats. The FIRST delights.

What is original is the extreme set back position of the mast, reflecting the V70 and Open 60.

Twofold benefits :

- large genoas but without overlap
- different possibilities for the interior layout

Another feature : absence of backstay. The mast is controlled by the 25° angle of the upper spreaders and the main sheet at the end of the boom with a track on the transom beam.



Fine entry into the water.

A T-shaped keel for the lowest possible centre of gravity and optimisation of the longitudinal trim. The deep draught cast iron keel is standard.

A bilge runs the whole length.

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The cockpit also has some special features :

- 1 single tiller activating the two rudders fixed to the transom for maximum efficiency and minimum drag.
- A maximum beam moved back by the twin rudders for control under any conditions.
- Full deck gear with 4 winches and all lines brought back to the cockpit.



Provisional technical specifications:

Length overall	9.81 m
Max. hull beam	3,20 m
Draught (deep neel)	1,90 m
Displacement	3750 kg
Deep keel weight	1090 kg
Mainsail	32.90 sq.m.
Genoa	26.60 sq.m.
Mainsail	32.90 sq.m.



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About BENETEAU

BENETEAU was founded in 1884 at Saint-Gilles Croix de Vie. At the time it was a shipyard building fishing boats. In 1964, under the influence of Annette Roux, BENETEAU introduced the use of fibreglass into the construction of pleasure boats and oriented production more and more towards leisure sailing.

Today BENETEAU is one of the major players in the global sailing market, and offers two ranges of sailing yachts, the First and Oceanis (as well as the one designs, the BENETEAU 25 and Figaro Beneteau 2) from 6 to 18 metres, and four powerboat ranges (Flyer, Antares, MonteCarlo and Swift Trawler) from 5 to 18 metres.

Our brand is represented in 56 countries by a network of more than 200 dealers. BENETEAU makes its impact above all by its very positive customer relations' strategy and almost two years ago launched its own social online networking website reserved for BENETEAU owners : **le BENETEAU YACHT CLUB.**

BENETEAU is a brand at the very heart of the sailing and pleasure boating world, and has just launched the first participatory site in the sailing world:

www.sailboats-of-tomorrow.com.



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