

# THE PENINSULA

H O T E L S

22 May 2012

## **THE PENINSULA HOTELS TAKES TO THE OCEAN WAVES WITH “PENINSULA SIGNAL 8” RACING YACHT**

*When not racing, yacht to be used for Peninsula guests,  
partners, staff and charitable initiatives*

Long celebrated for its eclectic collection of transportation choices – ranging from Rolls-Royces, vintage 1934 Rollers, MINIs, helicopters, riverboats, bicycles and more – The Peninsula Hotels now sets sail with the sponsorship of the *Peninsula Signal 8* racing yacht.

A Hong Kong-based 40-foot (12-metre) fast off-shore racing yacht, *Peninsula Signal 8* is the eighth boat in the revolutionary Ker 40 design which, since its introduction in 2011, has already won numerous competitions around the globe.

Launched on 1 December 2011, the yacht’s name is derived from the tropical cyclone warning signals issued by the Hong Kong Government since 1884, with Typhoon Signal No 8 denoting persistent gale or storm force winds – and of course the number eight is particularly auspicious in Chinese culture as “*ba*” (eight) rhymes with “*fa*”, the character for “fortune”.

Sporting The Peninsula Hotels’ branding on the spinnaker, main sail and hull, *Peninsula Signal 8* will compete in a selection of races and regattas in Hong Kong, China, Thailand and the UK in 2012 and beyond, including the prestigious summer racing season at Cowes, England.

June, July and August 2012 see *Peninsula Signal 8* representing Hong Kong to compete in the Brewin Dolphin RORC Commodore’s Cup and Aberdeen Asset Management Cowes Week in Cowes, England, together with Cork Week in Ireland.

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## **THE PENINSULA HOTELS TAKES TO THE OCEAN WAVES WITH “*PENINSULA SIGNAL 8*” RACING YACHT – 2**

*Peninsula Signal 8* returns to Asia in September for the China Coast Regatta and China Cup International Regatta (Hong Kong to Shenzhen, China) in October, while November sees the Lipton Trophy and the Zoke Round Hong Kong Island Race. In December *Peninsula Signal 8* heads to Phuket, Thailand, for the King’s Cup International Regatta.

“As yacht racing becomes increasingly popular around the world, we’re delighted to sponsor this magnificent yacht, which represents not only a new direction for The Peninsula brand, but also a unique offering and experience for our guests”, said Peter C. Borer, Chief Operating Officer of The Peninsula Hotels’ parent company, The Hongkong and Shanghai Hotels, Limited.

When not racing, *Peninsula Signal 8* will be available for company-hosted sailings, including hotel guests, staff, Peninsula hotel partners and Peninsula Academy programmes, together with local charities and NGOs. VIP guests will have the chance to join the crew on board for races in Hong Kong or overseas, or else follow the action from the accompanying support boat.

“As part of The Peninsula Hotels’ CSR initiatives, sailing brings joy to children and those less fortunate than ourselves, and our plans include helping chronically ill children get away from it all. Meanwhile, making *Peninsula Signal 8* available to staff will help ensure our employees enjoy a work-life balance in which they can develop and fulfil their personal potential. In addition, sailing is a clean, green activity, and also raises awareness of Hong Kong’s beautiful natural surroundings – many only accessible by water,” continued Borer.

Privately owned and crewed by a group of Hong Kong sailing enthusiasts, *Peninsula Signal 8*’s owners and team have vast sailing experience and a winning track record.

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## **THE PENINSULA HOTELS TAKES TO THE OCEAN WAVES WITH “PENINSULA SIGNAL 8” RACING YACHT – 3**

Designed by British designer Jason Ker of Ker Design and built by McConaghy Boats in Zhuhai, China, *Peninsula Signal 8* is specifically designed for high performance racing. She is powered by a carbon-fibre spar package by renowned mast makers Hall Spars and carbon-titanium sails from UK Sails, has a large open cockpit and is fitted out with a lightweight interior, dedicated sat-nav station, basic galley and accommodation.

Ker Designs have taken the racing world by storm over the past decade, and continue to develop and improve on their winning designs with the experience of America’s Cup technology, Computational Fluid Dynamic (CFD) and a dedicated team of experts.

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### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John’s Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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The Peninsula Hotels

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