

# Coderus partners with SailGP to become Official Software Partner of the Great Britain SailGP Team presented by INEOS

Wednesday 11 March, 2020

Coderus are pleased to announce we have recently established an official partnership with SailGP, an annual, global championship featuring some of the world's best athletes and fastest sailing boats. In the first event of SailGP Season 2 that took place this February on Sydney Harbour, Great Britain celebrated an epic win against six other nations with Ben Ainslie at the helm for the first time.

Coderus are delighted to be the official software partner of The Great Britain SailGP Team. Coderus' software solutions will help members of the public to visualise real-time movements throughout each race, to help better understand the team's race strategies and tactics on the go. This is a growing partnership taking place across two seasons in sponsorship of the British SailGP team. This partnership is a continuation of a relationship between Coderus, Ben Ainslie, and INEOS TEAM UK, having supported the British challenger through the 35<sup>th</sup> & now 36<sup>th</sup> Americas' Cup campaigns.

*"We have been very excited to work with SailGP as part of the prestigious sailing event, creating integrated software solutions. Our goal is to help push the boundaries of the global sailing experience and deliver a vision that enhances the sport for the teams and the spectators."* **Mark Thomas CEO, Coderus**

*"Having worked with Coderus in collaboration with INEOS TEAM UK in the 35<sup>th</sup> & 36<sup>th</sup> America's Cup, it's great to have them on board as official partners of The Great Britain SailGP Team. Their software solutions have proved an invaluable part of our racing throughout the America's Cup and I am excited to have them supporting us in the SailGP championship."* **Ben Ainslie, INEOS Team UK**

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### **Additional Assets:**

Exhilarating British SailGP Team With Coderus Branding

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