

VESTAS SPONSORS FIRST-EVER DANISH ENTRY TO VOLVO OCEAN RACE



Vestas Wind, the first-ever Danish boat to compete in the Volvo Ocean Race, will showcase Vestas' products and services, enhance customer relations and bolster Vestas' profitable growth strategy on its race around the world.

Starting in October, the Volvo Ocean Race will embark on its 12th edition, calling at 11 ports and taking sailors on a 38,739-nautical-mile race around the world. By harnessing the power of the wind, Team Vestas Wind will strengthen Vestas profitable growth strategy as the race visits many of Vestas' most important markets, from Brazil and China, to South Africa, the United States and the Middle East/North Africa region.

Vestas is well familiar with nautical challenges. In November 2012, the Vestas Sailrocket 2 broke world speed records, reaching a top speed of more than 68 knots. With this passion for the wind, Vestas CEO Anders Runevad is confident the Volvo Ocean Race will be a success for Vestas.

"In terms of wind energy and where we have our market focus, the Volvo Ocean Race is a perfect match for us to engage with our customers, showcase our technology and strengthen our brand in some of our

most important markets. This supports our new corporate strategy 'Profitable Growth for Vestas,'" says Runevad.

"Volvo Ocean Race is the world's preeminent boat race, and as in our business, success hinges on utilizing the wind most effectively," says Morten Albæk, Vestas Chief Marketing Officer. "This is a privileged opportunity for Vestas to present our industry-leading products as well as create intimate surroundings for our key customers and stakeholders and promote wind energy's competitiveness."

The Vestas Wind boat will fly under the Danish flag and have Tuborg Harbor as its official homeport. All crewmembers will be members of the Royal Danish Yacht Club, which will provide its clubhouse for activities and for a "welcome home" gathering in June 2015. Olympian and World Champion sailor Chris Nicholson will skipper the Vestas Wind boat, teaming up with Shore Manager Neil Cox to lead Team Vestas Wind on the round-the-world challenge. Two Danish sailors, Peter Wibroe and Nicolai Sehested – the youngest Dane ever to participate in the Volvo Ocean Race – will make up part of the eight-man crew. ✌