



**IDEC SPORT**

**ASIAN TOUR**

2019/2020





After their achievement with a crew sailing around the world (Jules Verne Trophy in 2017) and a magnificent victory in the 2018 Route du Rhum, the IDEC SPORT maxi-trimaran and her skipper, Francis Joyon are widening their horizons and heading for Asia, a region of the world where there are still so many things to invent and discover.

This latest programme of brand new records, called the **IDEC SPORT/ASIAN TOUR**, will involve tackling six records in 2019 and 2020, including five brand new race courses between Europe and Asia. For her return to Europe, IDEC Sport will be attempting to smash the legendary Clipper Route record between Hong Kong and London.

**The IDEC GROUP has set up this new programme of record attempts as part of its international development and the desire to draw up partnerships with French firms, who have a strategic development planned for the Asian markets, but also with Asian firms looking towards European markets.**

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## **IDEC HEADING TOWARDS ASIA AND CREATING THE IDEC SPORT ASIAN TOUR**

### **A LITTLE HISTORY**

More than six centuries ago, setting out from Lisbon, the Portuguese sailor, Vasco da Gama opened up the sea route to the Indies (1498). After a long voyage down the coast of Africa, the Portuguese sailor rounded the famous Cape of Good Hope that his compatriot, Bartolomeu Dias had passed a few years earlier. Vasco da Gama went on to reach the Indies after 309 days at sea, opening the way to major voyages of discovery of unknown lands that were sought after: the Indies and then Asia. Explorers, scientists, geographers, botanists and cartographers would over the centuries draw up an inventory of a world that had only just come out of the Middle Ages...

Opening up new routes, going beyond the seas to discover people and different cultures, widening the horizons for the world of ocean racing, which is sometimes too restrictive... These are the passions shared by Francis Joyon and Patrice Lafargue, who already in the past came up with new sailing routes.

The new **IDEC SPORT ASIAN TOUR** programme is something new, which will lead the IDEC team to follow in the footsteps of the great discoverers of the past and find out about the major economic markets on the continent of Asia on which the IDEC GROUP is currently establishing itself.





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## AN EXCEPTIONAL BOAT, IDEC SPORT, WHICH HOLDS THE GREATEST SAILING RECORDS

This boat designed by the VPLP (Van Peteghem-Lauriot Prévost) team of architects, was launched in June 2006 and disposes of one of the finest lists of achievement in the history of ocean racing.

Passing between the hands of Franck Cammas and then Loïck Peyron, she grabbed the major ocean records (Atlantic record, the solo round the world record, the Jules Verne Trophy,...) and won the biggest ocean races, such as the Route du Rhum, of which she won the last three editions: in 2010 with Franck Cammas, 2014 with Loïck Peyron and 2018 with Francis Joyon (Idec Sport).

Better than any other boat, perfectly well tuned and reliable, IDEC SPORT is the ideal boat on which to tackle this new challenge, the IDEC SPORT ASIAN TOUR.



### TECHNICAL SPECIFICATIONS

DESIGNERS. VPLP team  
OFFICIAL NAME. IDEC SPORT maxi-trimaran  
LENGTH. 31.50 m  
BEAM. 22.50m  
DISPLACEMENT. 18,000 kg  
DRAUGHT. 5.70 m  
MAST HEIGHT. 33.50m  
STRUCTURE. Carbon-Nomex  
UPWIND SAIL SURRFACE. 411 m2  
DOWNWIND SAIL SURFACE. 678 m2  
INITIAL LAUNCH. June 2006

# FRANCIS JOYON'S LIST OF ACHIEVEMENTS

**2018.** Victory in the Route du Rhum

**2017.** Jules Verne Trophy record in 40 d. 23 hrs and 30 mins

**2017.** North Atlantic record 5 d. 2hrs and 7 mins

**2015.** Indian Ocean record in 7 d.

**2014.** Friendship Route record between Bordeaux and Rio de Janeiro in 13 d. 4 hrs and 5 mins

**2013.** Solo North Atlantic record in 5d. 2 hrs 56 mins and 10s

**2013.** Columbus Route record in 8 d. 16 hrs 7 mins and 5s

**2012.** 24-Hour Solo record covering 666.2 miles

**2009.** Record between France and Mauritius in 26 d. 4 hrs and 13 mins (first reference time)

**2008.** Outright solo round the world record in 57 d. 13 hrs and 34'

**2007.** Solo Channel crossing in 6 hrs 23 mins and 36s

**2005.** Solo North Atlantic crossing in 6 d. 4 hrs and 1 min

**2004.** Outright solo round the world record in 72 d. 22 hrs and 54 mins





## AN EXCEPTIONAL SAILOR, FRANCIS JOYON, WINNER OF THE LAST ROUTE DU RHUM

Whether sailing solo or with a crew, Francis Joyon has held all the major records. Champion of the extreme, he is the only sailor to have held all the major solo records at the same time: The round the world, Atlantic and 24-hour records... He achieved this with his very own way of doing things: doing better with less.

His meeting with the IDEC GROUP in 2002 would be a turning point in his career. Francis Joyon went on an incredible record-breaking spree, starting with the most prestigious: the non-stop solo, round the world record, where he set a new record time of 72 days, 22 hours 54 minutes and 22 seconds in 2004. A year later, the British yachtswoman, Ellen MacArthur grabbed the record from him, leading the Frenchman to try once again.

Meanwhile, he had smashed another legendary record: the solo North Atlantic record. Thanks to the loyal support of the IDEC GROUP, Francis had a new trimaran built designed specifically to sail around the world. Aboard IDEC, the second to bear the name, he shattered the record with a time of 57 days 13 hours 34 minutes and 6 seconds and improved on other major records: the North Atlantic, the 24-Hour record and the Columbus Route.

### **SAILING AROUND THE WORLD IN 40 DAYS**

Francis Joyon and his crew triumphantly completed the legendary Jules Verne trophy record finishing in Brest on 26th January. All of the intermediate records would be broken (thirteen in all). 40 days, 23 hours,

30 minutes and 30 seconds, or 4 days and 14 hours better than Loïck Peyron's crew which had previously held the record.

### **WINNER OF THE ROUTE DU RHUM**

Hardly had he time to get over his 40-day voyage around the world, and Francis was already aiming for another success by tackling the legendary Route du Rhum, a race which he had been dreaming of since the start and had taken part in six times.

Far from being the favourite when they set off from Saint-Malo, he faced the new generation of flying trimarans. IDEC SPORT would once again pull off a huge success winning the 2018 Route du Rhum by crossing the finish line in Point à Pitre after 7d 14hrs 21 mins and 47s of racing, just a few minutes ahead of Francis Gabart's MACIF trimaran.

# IDECSPORT ASIAN TOUR

2019/2020



7 LONDRES  
1 LORIENT

OCTOBRE 2019

## "LA MAURICIENNE"

1 LORIENT > 2 ÎLE MAURICE  
Record à battre 26j 4h 13min

2 ÎLE MAURICE

5 SHANGHAI

6 HONG KONG

4 VIETNAM

3 SINGAPOUR

NOVEMBRE/DÉCEMBRE 2019

## "CRÉATION DE 4 NOUVEAUX RECORDS EN MER DE CHINE"

- 2 ÎLE MAURICE > 3 SINGAPOUR
- 3 SINGAPOUR > 4 VIETNAM
- 4 VIETNAM > 5 SHANGHAI
- 5 SHANGHAI > 6 HONG KONG

JANVIER/FÉVRIER 2020

## "LA ROUTE DU THÉ"

6 HONG KONG > 7 LONDRES  
Record à battre 36j 2h



## 2019-2020 IDEC SPORT ASIAN TOUR PROGRAMME

### OCTOBER 2019

#### MAURITIUS RECORD

Attempt at the Mauritius Record between Port Louis (Lorient) and Port Louis (Mauritius). Francis Joyon will try to improve on his own reference time that he set sailing solo ten years ago (2009), 26 days, 4hrs and 13mins.

### NOVEMBER / DECEMBER 2019

#### CREATION OF FOUR NEW RECORDS IN THE CHINA SEA

Early next winter, Idec Sport will sail between Malaysia, the Sea of Java and the China Sea to tackle four new ocean race courses and set the first crewed reference times.

These are the following voyages:

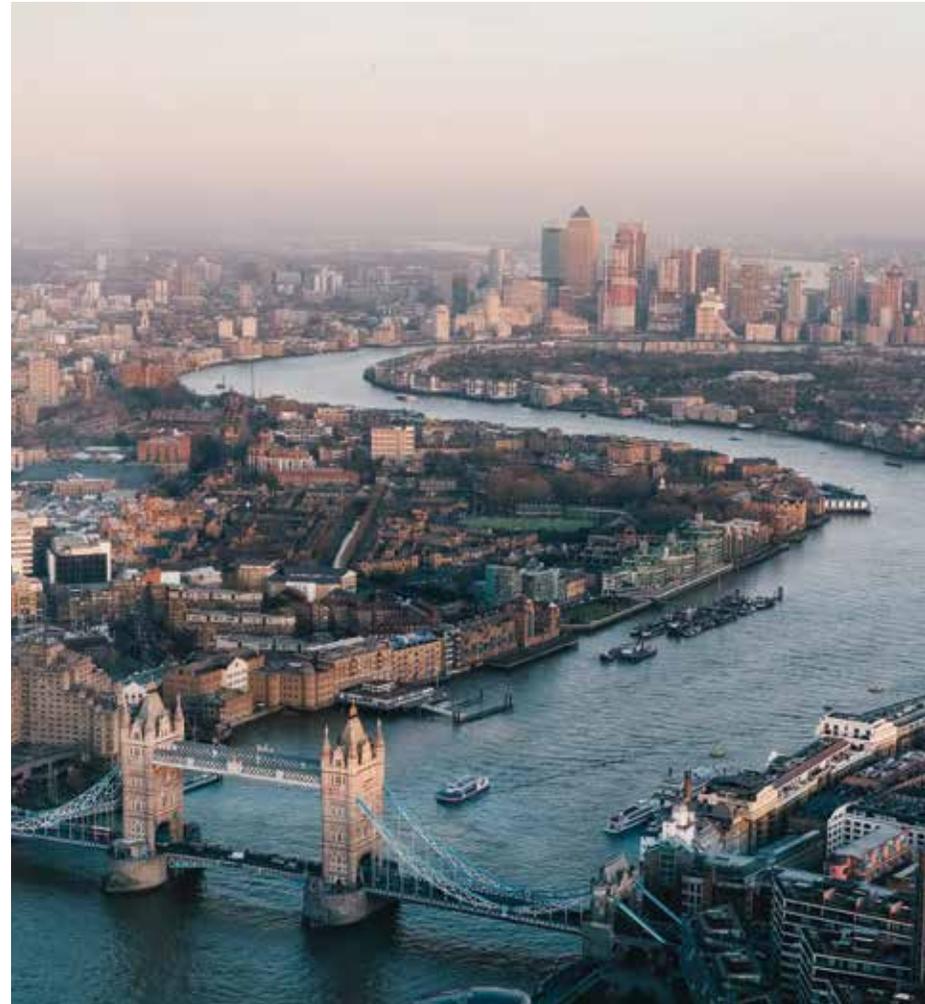
- Mauritius / Singapore (Malaysia),
- Singapore / Vietnam,
- Vietnam / Shanghai (China),
- Shanghai / Hong Kong.



*On the Silk Route, the Spice Route and the Clipper Route*



*Hong Kong*



*London*



## 2019-2020 IDEC SPORT ASIAN TOUR PROGRAMME (CONTINUED)

### JANUARY / FEBRUARY 2020 CLIPPER ROUTE / HONG KONG LONDON

The Clipper Route is the sea route that the famous clippers sailed in the second half of the nineteenth Century. These majestic ships with their cathedrals of sail raced each other to be the first to return and sell their cargo of tea in London. Their habit of pushing hard across the oceans led to the creation of a real race between the clippers, which took no fewer than 99 days to sail between Hong Kong and London.

The French sailor, Philippe Monnet was the first in 1990 to set a modern reference time with a trimaran with a time of 67 days. Lionel Lemonchois grabbed the record in 2008 aboard his 100-foot maxi-catamaran, Gitana 13, with a time of 42 jours.

This reference time was beaten and is currently held by the crew of the Maserati trimaran skippered by Giovanni Soldini with two sailors we know well aboard, Sébastien Audigane and Alex Pella, who were part of the crew of IDEC Sport, when they won the Jules Verne Trophy with a time of 40 days (2017). The Italian trimaran completed the voyage in 36 days, 2 hours and 37 minutes averaging 17.4 knots.

**It is therefore this time of 36 days and 2 hours between Hong Kong and London that IDEC Sport will be tackling to complete its 2019-2020 programme.**



ICM

Institut du Cerveau  
de la Moelle épinière

www.icm-institute.org

## A HUMANITARIAN CHALLENGE ALONGSIDE THE ICM

Since 2007, Patrice Lafargue and Francis Joyon have chosen to support the ICM cause and to display on their sails, but also on their cars, the colours of the ICM – the Brain and spinal cord institute. Professor Gérard Saillant, the founder and president of this research institute, which is the only one of its kind in the world and Jean Todt, (founding member and president of the FIA), guest sponsors for the IDEC maxi-trimaran, attend the major events organised for the ICM by the IDEC Group.

### MAJOR AMBASSADORS

This latest programme will be an opportunity to promote medical research by once again supporting the ICM (Brain and Spinal cord institute) based in the heart of the Teaching

Hospital, la Pitié-Salpêtrière, in Paris. The only one of its kind in the world, the ICM brings together 500 researchers and technicians working in the field of Alzheimer's, Parkinson's and multiple sclerosis. Its motto: "Allowing men to remain free in their movements and thoughts." Freedom, which is also the motivating force for sailors like Francis Joyon and the IDEC SPORT team. Major ambassadors like Luc Besson, Maurice Lévy, Jean Todt, Michael Schumacher, Jean Reno and others, already offer their reputation to the project, which is taking up this huge public health challenge. Francis Joyon and IDEC SPORT follow in their footsteps as they tackle these new records in Asia, hoping to be followed and copied by others as they support this major charity cause.



*The two patrons of honour of the IDEC SPORT boat - Professor Gérard Saillant*

*(Founder of the ICM) and Jean Todt (President of the FIA), alongside Francis Joyon and Patrice Lafargue*

APPEAL FOR THE  
**OCEAN TO BE SEEN AS  
A COMMON GOOD  
FOR MANKIND**



## ENVIRONMENTAL CHALLENGE, THE IDEC GROUP SUPPORTS THE APPEAL FOR THE SEA TO BE A COMMON GOOD FOR MANKIND

**Francis Joyon and the IDEC GROUP were pleased to respond to the request from the French yachtswoman, Catherine Chabaud to support the Appeal for the Ocean to be seen as a common good for mankind. During his new records campaign in Asia, the IDEC Group has decided to commit to this international campaign to make people aware of the status of the high seas, which are threatened by all sorts of pollution caused by humans.**

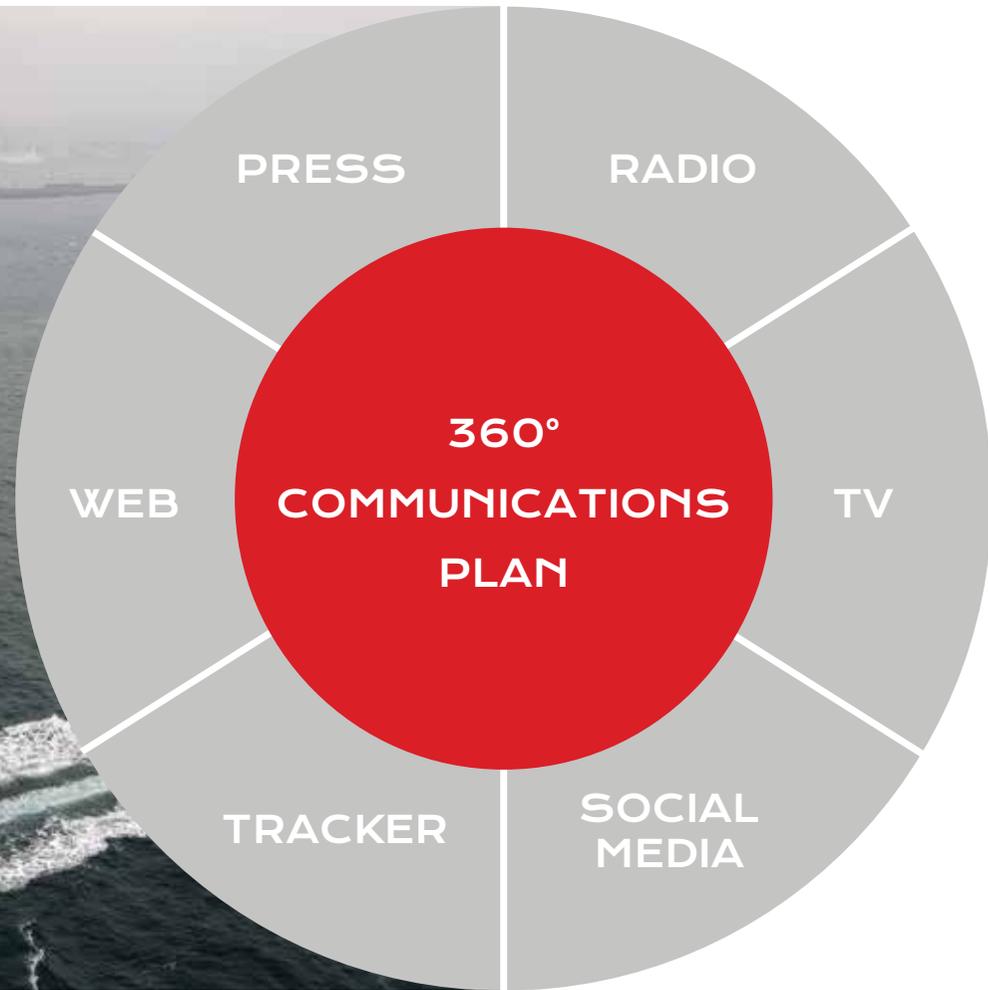
As someone who has travelled a lot and is curious and passionate about marine life, Francis has for a long time been worried about the depletion and deterioration of the marine environment

in which he spends so much time. This appeal is for him a major first step not only to make as many people as possible aware of the damage that is being done, but to encourage us to enter a new active and constructive era aimed at limiting the impact of human activities on the marine environment. When racing, as when he is on trips with his family, Francis Joyon shows the greatest respect to the sea, fitting his boat out for many years now with non fossil fuel systems, wind turbines, hydrogenerators, solar panels or fuel cells.

As stressed in the OCEAN AS COMMON appeal, which is now being taken up by many skippers and ocean racers, the ocean is a treasure and

the future of mankind. “It is time to set limits to the destruction caused by man beyond our territorial waters,” insists Francis. “I’m pleased to be one of the ambassadors for this appeal. I would like to offer my support to this movement to defend the oceans.”

[www.oceanascommon.org](http://www.oceanascommon.org)





## A COMMUNICATIONS PLAN USING ALL SORTS OF MEDIA

Each new adventure carried out by the IDEC SPORT team and the skipper, Francis JOYON is followed closely by the general public, in particular thanks to some ambitious and innovative communications arrangements. From the preparation phase, to the start and right up to the finish, this new record programme in Asia can be followed thanks to some powerful editorial arrangements and partnerships with some major media outlets

### **PRESS**

Updates, news and reports in many newspapers (daily nationals and regional papers and magazines).

### **RADIO-TV**

The various attempts will be followed in the news and magazines on major news, sports and regional TV stations.

### **WEB**

Regular editorial updates on the website [www.idecsport-sailing.com](http://www.idecsport-sailing.com) and on major sports websites.

### **LIVE TRACKER**

Live tracker in real time for each of these record attempts.

### **MOBILE**

Follow the news as it happens on the smartphone app IDEC SPORT.

### **MEDIA SOCIAUX**

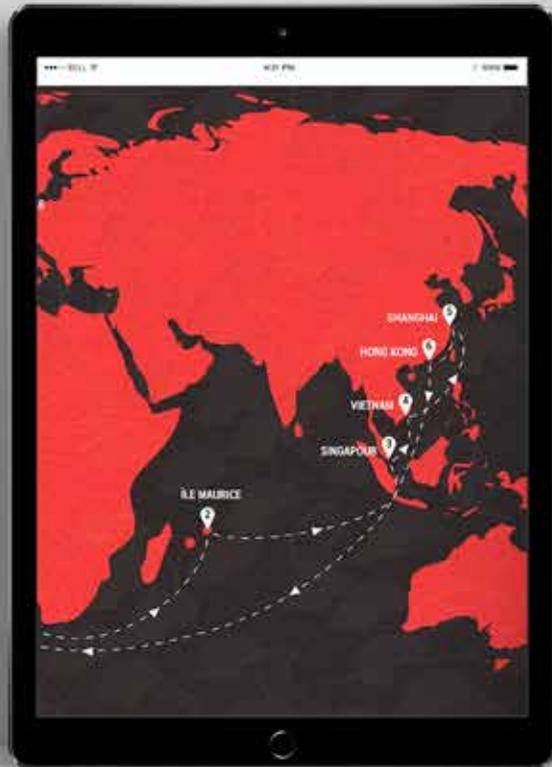
The programme will be closely followed on the various networks the Group uses (Facebook, Twitter, Instagram).



# IDEC SPORT ASIAN TOUR LIVE ON ALL THE MEDIA



APP



I-MAGAZINE



WEB AND LIVE TRACKER



## LIVE NEWS ON SOCIAL MEDIA

**facebook**

Francis Joyon...

J'aime cette Page

**Francis Joyon - Trimaran IDEC**

lundi dernier

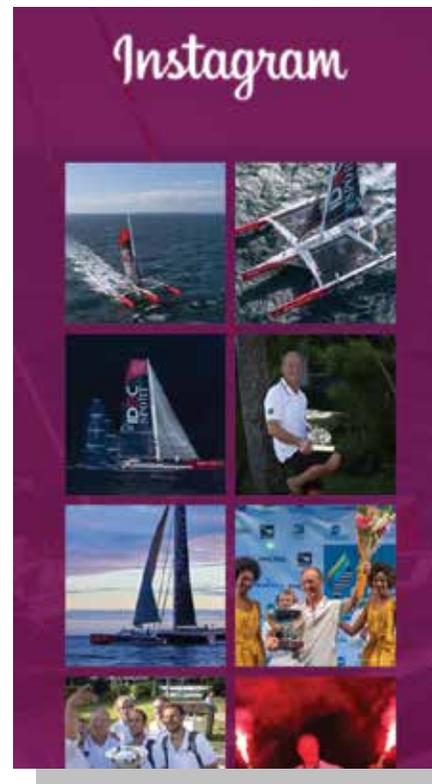
🏆 Une nouvelle reconnaissance pour Francis Joyon

#trophee #RouteduRhum2018 #idecsport

<https://www.letelegramme.fr/.../sportif-de-l-ouest-un-nouveau...#>



**Instagram**



**twitter**

Tweets de @Francis.Joyon

Francis Joyon - IDEC SPORT a retweeté

**Claude Eymard** @claude\_eynard

Ce soir dans @toutlesport la rétro de la @routedurhum 2018. Les 10 dernières heures qui font basculer la course racontées par @francoisgabart et @FrancisJoyon @GroupeMacif @IDECSportRacing @francetvsport



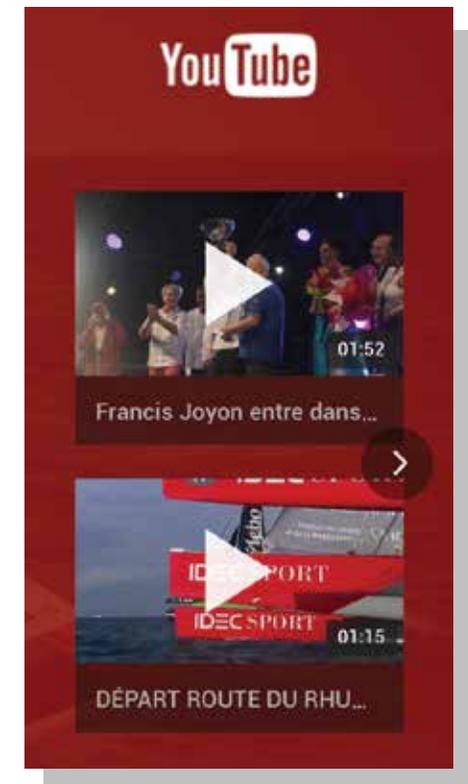
**You Tube**

Francis Joyon entre dans...

01:52

DÉPART ROUTE DU RHU...

01:15







## **JOIN A WINNING TEAM, TAKE PART IN AN EXCEPTIONAL ADVENTURE AND SHARE SOME UNIVERSAL VALUES**

Ocean racing brings together sporting performance and human endeavour. It concerns a wide cross-section of the public and conveys universal values: competition, team spirit, determination, sharing, working together, commitment, solidarity, ecology,...

Signing up to sailing alongside IDEC SPORT means sharing these values in your company and passing them on to your staff. You take them aboard for this joint adventure, which offers a very positive vision.

By associating yourself with the IDEC SPORT ASIAN TOUR programme, you discover new horizons, open up new routes and share an incredible story with all those who work with you in your firm.

## **DEVELOP YOUR BUSINESS COMMUNICATIONS AROUND THE EVENT, INSIDE AND OUTSIDE YOUR FIRM**

The enthusiasm for ocean racing is massive and the crowds always turn out for each major race. For example, at the start of the last Route du Rhum 2 million people visited the Village in Saint-Malo.

Each event allows more and more business opportunities, while encouraging your staff, who joining in with such a project become the best ambassadors of the firm's commitment.

The boat is also an incredible platform for your public relations, allowing you to welcome people, show them around and sail with them at the start or stopovers made by the giant trimaran around the world.

Each leg of the IDEC ASIAN TOUR programme will be in a place offering an opportunity to develop all sorts of communications for your clients, prospective clients and your firm's partners.



PORTFOLIO



PORTFOLIO



# PORTFOLIO





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