

SVB from Bremen becomes title sponsor of Class Mini sailor Hugo Picard, also known as "The Sailing Frenchman".

The mission

SVB and Hugo Picard officially confirm their partnership. Hugo will compete in the forthcoming 2021 Mini Transat race in "Les Sables d' Olonne" under the name "SVB Team". In addition to financial assistance, SVB will also provide technical support for his project.

The skipper

Hugo Picard grew up in the French Pyrenes, in a place that's as far away from the sea as you can get. Nevertheless, this didn't stop him discovering the path that led to his current passion. At 23 he exchanged his first boat, the Ann Alé, for a beer and that was the start of his sailing career. From that day on, Hugo set out to one day cross the Atlantic. But sailing is an expensive hobby. Even more so if your boat needs a complete refit.

"So I took one job after another, started working for the UN abroad...1 year later I had the money together and flew back to France to start work on the Ann Alé to set off for its Atlantic crossing 6 months later." says Hugo.

It's been 5 years since Hugo decided to fully commit to a career in sailing, and he hasn't left the sea since.

By participating in the Mini Transat, Hugo is now crossing off another item on his bucket list.

Sailing experience

2017: Start of the big refit of the Ann Alé to sail across the Atlantic.

2018: Cruising with the Ann Alé, Skipper on various charter boats, various transfers, first experience as crew on various regattas including: *Regattes Royales Cannes, Les Voiles de Saint Tropez, Antigua Race Week* and *Les Voiles de St. Barth*,... More than 15,000 miles sailed in approx. 2 years.

2019: Skipper on the *Clipper Round the World Race*, more than 25,000 miles sailed.

2020 - 2021: Training for the Mini Transat, more than 6000 miles sailed in training and qualifying races.

The partnership

Hugo embodies what many sailors and water sports enthusiasts see in themselves - passion, freedom and adventure.

More than 10,100 fans follow Hugo on Instagram and Facebook. With over 3.7 million views and 117,000 subscribers on YouTube, his videos inspire people all over the world.

He is very down-to-earth and courageous, loves the sea and the feeling of freedom when he's on the water. For him, sailing is not about needless frills and extravagance. He's not afraid to get his hands dirty and solves most of the technical problems on board himself.

“With us you can sail the world” says CEO Thomas Stamann, “and we want to make this story come true. But not only Hugo's story - we're proud to say that as Europe's leading online store for technical equipment for yachts and motorboats, we put as much effort into providing quick, straightforward delivery as we do into our own technical competence.

This should empower every sailor to go and realise their personal dreams. No matter if on a river or the sea, in a dinghy or on a motor yacht. Live your dream: **Let's sail the world!** “

The race

The Mini-Transat was established in 1977 and has been held every 2 years since then. Famous solo sailors such as Ellen MacArthur, Isabelle Autissier and Jean Luc Van Den Heede made their debut on the single-handed regatta scene here. The solo regatta runs from France to the Canary Islands (1350 nm) and from there across the Atlantic to Guadeloupe (2700 nm) in 6.5 m long boats. A particular challenge is not only the size of the boat, but also the minimalistic equipment on board. Weather routing by satellite and any contact with the land are prohibited during the race.

The boat

The Class Mini is also by no means gimmicky.

The 6.50 m long mini racing boats have everything one needs to successfully cross the Atlantic. In this respect, they are true all-rounders. Built to be extremely seaworthy, yet fast and manoeuvrable on their own. And not only that. The Class Mini is designed to challenge any technically-minded, experimental sailor, as well as all classic skippers who want to put their sailing skills really to the test.

Aims

The Mini class inspires sailors from all walks of life, just as diverse as SVB's customers. France is now SVB's 2nd largest market, so it is not only a good time to increase brand awareness, but also to get involved in French sailing and help up-and-coming sailors in the offshore scene realise their dreams.

And Hugo? Needless to say, he wants to win and in so doing pave his way into the professional offshore regatta scene.

Regatta calendar 2021

01/05/2021 Pronichet select: <https://www.la-cl.com/en/presentation-of-the-select-6-50-2021/>

22/05/2021 Mini en Mai: <https://www.snt-voile.org/regates/mini-en-mai/>

03/06/21 Trophée MAP: <http://map.wincesclub.org/en/>

13/06/21 Mini Gascogna: <https://www.mini-gascogna.com/>

26/09/21 Start Mini Transat: <https://minitransat.fr/en/>

Media

Web: <https://www.thesailingfrenchman.com/>

Facebook:

<https://www.facebook.com/SVB.de>

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Instagram: thesailingfrenchman

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