



PRESS RELEASE

ROLEX AND THE YACHT CLUB COSTA SMERALDA: AT THE HEART OF THE SPORT, CELEBRATING ACHIEVEMENT

Milan, March 18th 2026 – Rolex has long celebrated human achievement, recognizing the journey marked by milestones and emotions that culminates in defining moments – determined by a path followed, not just a trophy. It is against this backdrop that, for nearly 70 years, Rolex has maintained a privileged relationship with the world of sailing, sharing a passion for excellence, tradition, and innovation.

Rolex's partnership with the Yacht Club Costa Smeralda (YCCS) began in 1984, centred on a common philosophy, the fundamental belief in professionalism and the pursuit of perfection. Approaching the 60 year anniversary of its founding, the YCCS sits at the heart of international yachting and is a true custodian of the sport. The club is an emblematic venue where sailors can enjoy their natural sense of camaraderie and competitive enthusiasm.

2026 will see three events that exemplify the spirit fostered by the YCCS and Rolex, as well as reinforcing the notion that true accomplishment lies as much in the journey as in the result.

The **Rolex TP52 World Championship** demonstrates the dynamic of team spirit and a shared quest for achievement. The pinnacle event of the annual 52 SUPER SERIES where **Rolex is the Official Timepiece**, the championship is characterized by the pursuit of excellence, and outstanding teamwork. The venue for this event changes each year, and the selection of the YCCS as host for the 2026 edition reflects its standing in the sport and the demanding conditions offered by the Costa Smeralda.

The **Maxi Yacht Rolex Cup** was founded in 1980 and is organized in collaboration with the International Maxi Association, another enduring partner of Rolex. Regarded as benchmark of grand prix yacht racing, the event has been shaped by a partnership defined by continuity, with Rolex serving as Title Sponsor since 1985. Featuring a fleet marked out by the size of the yachts, the desire for achievement by the owner, designer and crew as a team is tangible on and off the water.

Partnered by Rolex since 1984, the **Rolex Swan Cup** has been organized by the YCCS in conjunction with Nautor Swan. Today, the event is one of the most prestigious competitions in the international sailing calendar with over four decades



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of legacy. Camaraderie, inclusivity and the involvement of youth abound, reflecting the broader role of Rolex partners in safeguarding the heritage of the sport while ensuring its continued growth and inclusivity.

The waters of the Costa Smeralda provide a breathtaking, yet demanding setting. Winning is not just about being the fastest, it is the culmination of a process that merges design, technology, talent and determination. For those that do ascend the top step of the podium, select class winners receive an engraved Rolex timepiece, deserved recognition of their unrelenting and successful pursuit of excellence.

Rolex's support of sailing is among the most authentic and significant in sport. It encompasses pioneering exploration, legendary offshore races, iconic regattas, and the innovative future of racing with the Rolex SailGP Championship. Partnerships with some of the world's most prestigious yacht clubs, including the YCCS, represent its connection to the very heart of sailing. The mission of these organizations extends beyond hosting competitions. They set standards in professional race management, maritime safety, respect for nature and the oceans, and the promotion of diversity and inclusivity, all of which safeguard both the heritage and the future.

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