

News release

August 12, 2014

AkzoNobel's Awlgrip brand provides high performance coatings to Extreme Sailing Series™

AkzoNobel has entered into a two-year partnership to supply the Extreme Sailing Series™ – an annual global stadium racing circuit featuring some of the latest high performance hull coatings. Bringing the action to a larger public with sailing close to shore, and dramatically increasing the pace on the water, the adrenaline-fueled sailing event offers a fresh approach to the sport of sailing.

The Extreme 40 catamarans that will be applied with AkzoNobel's Awlgrip yacht coating are capable of reaching speeds usually reserved to motorboats even in medium wind conditions. Flying a hull in as little as 8 knots of breeze (15 kph), the 40-foot (12m) long carbon speed machine requires coordination, but also sheer muscular power from the crews during races that do not exceed 15-20 minutes.

AkzoNobel provides its Awlgrip yacht coatings that offer technical innovation, superior performance and aesthetics to the fleet of Extreme 40 high performance catamarans raced in the series.

Conrad Keijzer, Executive Committee Member for Performance Coatings, explains: "Apart from the Series being an exciting event to watch and to participate in as a sailor, the races represent a great opportunity to demonstrate the high performance of our yacht coatings to sailing fans around the globe. By bringing sports and entertainment into harbors, we are also helping to enhance the appeal of these city areas and help make our cities more enjoyable."

Adds Andy Tourell, Project Director of the Extreme Sailing Series: "It is fantastic to have the support of AkzoNobel in a multi-year deal to further strengthen our growing family of Series partners. The support they can provide to the Extreme 40 teams will be a huge benefit during their annual refit period."

The company's sponsorship of the Extreme Sailing Series reflects its Human Cities initiative to energize and help people to connect emotionally with the places they live and work. It does this by focusing on six pillars: color; sport and leisure; heritage; transport; education; and climate change.

The AkzoNobel Yacht Coatings business continues to provide smart, sustainable solutions to boatyards and boat builders meeting the highest performance expectations of boat owners.

AkzoNobel is a leading global paints and coatings company and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well-known brands such as Dulux, Sikkens, International and Eka. Headquartered in Amsterdam, the Netherlands, we are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 50,000 people around the world are committed to delivering leading products and technologies to meet the growing demands of our fast-changing world.

Not for publication – for more information

Media Relations:
T +31 20 502 7833
Contact: Kirstin Steffen