Garmin new sponsor for the Global Ocean Race 2011-12

Garmin, the world leader in navigation solutions over the past four years, has joined the growing list of Global Ocean Race 2011-12 (GOR) sponsors. This alliance between Garmin and an event that is destined to be one of offshore sailing’s most popular circumnavigation races is important due to the significant number of entries in the fleet and because Class40 is synonymous with fierce, tight and exciting racing where the skippers’ ability and knowledge is paramount.

Garmin Iberia, the company’s Spanish agent, has been instrumental in this agreement, believing from the outset that the GOR represents an important and relevant, international sporting event.

Giuseppe Carta, CEO of the GOR’s Commercial Division in Palma, Mallorca, is extremely excited by the partnership: “Excellent onboard navigation equipment is of great importance when confronting any kind of oceanic sailing,” he explains. “Garmin’s sponsorship, which includes providing latest-generation plotters to selected GOR teams and as Navigation Prizes throughout the GOR, will, we are sure, be welcomed by the skippers,” Carta continues. “The commitment of such a prestigious brand as Garmin to the GOR is a further example of the profile and importance that this event has within the sailing scene and our ability to provide an unbeatable promotional tool for our sponsors.”

Salvador Alcover, Commercial and Marketing Director at Garmin Iberia, was delighted with the agreement and enthusiastic about the event: “We share with the GOR not only our passion for the sea and sailing, but also the search for adventure, human challenge and the quest for unique experiences,” he commented. “All of us at Garmin are proud to include this collaboration within our sport sponsorship strategy,” Alcover concluded.