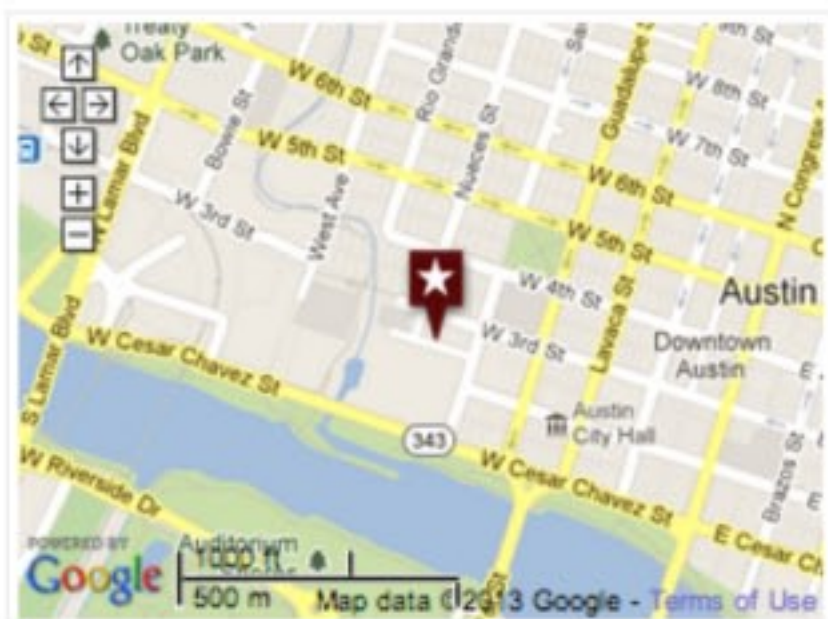


# FORMULA 1

RACING INTO AUSTIN EDITORIAL SPECIAL SERIES

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## Formula 1 brings a yacht to Austin: The man behind My Yacht

BY KEVIN BENZ

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Let's first be clear, there is no yacht anchored in Lady Bird Lake, that would be silly. Yes, there is a yacht party, well, more than a "party" really, it's an experience — a luxurious, not to be duplicated experience being held in Austin on My Yacht. Again, not *my* yacht, but My Yacht, as in the [My Yacht F1 Club](#) and the experience is something never before seen in Austin.

"We provide high net worth clients with hospitality packages and entertainment to which they are accustomed all over the world. My clients are used to getting what they want, when they want it. They fly their jets into town, get into a limousine and they want an experience that is easy and up to their very high standards."

This is what [Formula 1](#) brings to Austin, Texas; delivered by Nicholas Frankl who may be one of the most interesting people in the world.

Frankl, the man behind the [My Yacht Group](#), is a personable, self-effacing but confident man. He does not carry the ego or arrogance of someone who travels the world rubbing shoulders with the richest, most famous people on earth, in fact, he's pretty down to earth himself.

A three-time Olympian, Frankl started the Hungarian bobsled team, competing in 1994, 1998 and 2002. He never won a medal, although he was competitive. There was one team though that he regularly beat, the Monaco team, led by Prince Albert II. With all the wealth the Prince could bring to his team, he could not beat these upstart Hungarians. Soon the two became friends. "I beat him all three Olympics, but he's still a friend," says Frankl.

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"The world's most wealthy individuals are coming to Austin, most for the first time. And they're not just coming for a race, they will stay for a week or two, visit many places and other cities, and they will buy jewelry and watches and expensive champagne."