



MONACO F1 GRAND PRIX: HIGH SPEED, LUXURY AND BUSINESS!

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120 | JetSetMag.com | July / August 2012 | 129

The Monaco Grand Prix, the 20th in this city-state, was an historic edition with Schumacher's extraordinary exploit. On Sunday, before the start of the race, all of the ingredients were there on the grid for another glitzy, glamorous affair, with the attending stars and VIPs including Eric Clapton, George Lucas, Antonio Banderas and Ron Howard. The Grand Prix began, and Webber had inherited the pole position. There was a little more excitement and the script went as it often does, with the pole man leading from start to finish.

Monaco Grand Prix Excitement on My Yacht

One of the most exclusive entertaining events was definitely on My Yacht this year where wealthy individuals and corporate executives spent the four days of the Grand Prix relaxing, socializing, partying and watching the race from the superyacht "Harle" anchored at Quai Kennedy on the harbor only 30 feet from the F1 track.

My Yacht Group creates turnkey luxury hospitality and branding opportunities on board a private, \$40 million superyacht at premier sporting, social and artistic international events. Moored at the number one trackside location, with views of the tunnel exit, straightaway and giant screen, the yacht allows guests to enjoy the very best vantage point from which to watch all of the racing action, plus soak up Monaco's unique atmosphere. Our guests are discerning and high net worth individuals seeking unrivaled access



and unique experiences, while enjoying the finest food and wines in like-minded company. Our partners are luxury and aspirational brands wishing to showcase their fine products and entertain their top clients, while mixing with a highly targeted, pre-qualified guest list in a relaxed, yet exclusive, setting," states Nicholas Franklin, Founder and CEO of My Yacht.

Throughout the three days of the 2012 Grand Prix, My Yacht welcomed business leaders from UBS, Manfrotto, Osetta Caviar, Luxor Champagne and many more. Hollywood actors like Kellan Lutz, internationally acclaimed french artist Edwin Durelle and musicians were spotted on board, too. Thanks to Nicholas' friendly relationship with the Palace of Monaco, HSH Prince Albert II and Princess Charlene of Monaco attended one of the parties on board the Harle.

Monster, the global leader in the development and manufacturing of high-performance headphones, used My Yacht and the 70th Monaco Grand Prix to introduce three ground-breaking new models that deliver an astounding new level of audio quality while providing high style that boldly positions headphones as a fashion accessory. Osetta Caviar and Luxor Champagne were the official caviar and champagne providers of the 2012 event. The quality of the hospitality really pleased the American and international business leaders and VIPs onboard as well as their guests, who in addition to developing B2B contacts were able to see a fabulous F1 race from the three Harle's bridges that offered outstanding racetrack views.

Photos courtesy of Mercedes F1 and Red Bull Racing. Thanks to My Yacht for their gracious hospitality, www.myyachtgroup.com.

