



LAMBORGHINI FRANKL FAMILY GRAND TOUR

by Nicholas Frankl

Each May the Frankl's get excited. Monaco Grand Prix month, with our annual My Yacht Monaco trackside superyacht weekend, welcomes passionate friends and guests aboard, plus summer is nearly here and, with it, our annual trip to 'motor valley', aka the Maranello and Sant'Agata factories.

For 2022 race week our dear friends at Lamborghini HQ loaned us a Urus, a vehicle that has transformed the company's finances, repositioned the brand, and engaged with a whole new demographic of buyers. With seating for five, it's perfect for cruising up to His Serene Highness' annual F1 drivers' reception at the Princely Palace the night before the GP. Post-GP, we point the fully laden Urus towards Italy. With 665bhp, it doesn't take long to reach the border, and our friend's Ferrari Portofino struggles to match the 70-140 acceleration of this 2.5-ton beast! Enconced in a highly comfortable carbon, leather, and Alcantara cabin, with relatively low seating position, the infotainment system is easily tweaked and mastered. We're soon in Tuscany, changing for the annual Sassicaia wine dinner at Opera 02, relishing 2015, '16, and '17 vintages. Next morning, father and automotive legend, Andrew "Frankly Frankl", is off to collect the new Ferrari 296 hybrid; Annabelle and I head for Lamborghini HQ and a private museum tour / Ferruccio refresher. We swap the Urus for the STO, a car that looks ready for Le Mans. With its bold race styling, it's mad and glorious and totally politically incorrect and that's even before you've woken up the V10 soul - and the neighbours! Open the feather-light door, sink into the low and comfortable race seat, lift the familiar starter cover, gently press the red start button, and KAABOOM! Hello V10. Already one of the best and last remaining normally aspirated super car power plants, the Italian engineers have changed all manner of innards and exhaust system. Dry weight is down to

1,339kg and with 2WD the front end is whippet fast, combining best in class steering feel and mid-engine balance (41/59%). We're off to the hills of Emilia Romagna and our favorite Futa Pass test track. The car rewards passionate, skilled drivers, and isn't a highway cruiser, given its short gearing and no eight speed / over drive. It's developed and created for mountains and racetracks.. In race mode the suspension is so firm I found myself clenching my teeth, a first outside of Olympic bobsledding! Stick to sport mode and leave Corsa for the racetrack. With revs peaking at 8,000rpm your fingers pull the long, thin wheel-mounted paddle and snap, you're into illegal territory in 2nd gear, the trees becoming a solid green deafening blur. Power oversteer is simply a matter of nerve, skill and road width, as this Lambo is always ready to play. Steering engagement is light, but not like its horsey neighbors; direct, and highly communicative. At high speeds the aero really comes into play and you ponder just how fast you can take the 120mph sweepers, what the road limits are, and what happens when you cross them. Lamborghini should be congratulated for developing the STO, a track car mildly retuned and homologated for road use. The competition is fierce from some of the best names in the business: 488 Pista, McLaren 600LT, 911 GT3. If I was in the (rarefied) market, I'd consider specifically how I use the cars. The price difference is always a consideration with STO at \$330k vs. GT3 RS at \$165k approx. Twice as good? Half the value? Money no object, I'd fulfill my passion and take the STO every time.



MY YACHT® GROUP POLE POSITION AT MONACO GP

It's the "race every driver wants to win", an annual pageant of sport and socializing in one of the world's most glamorous destinations, held around the same twisty course for the past 90-plus years.

Accustomed to a prime trackside position from which to soak in all the on-track action is My Yacht® Group (MYG), the luxury superyacht events company renowned for "connecting the world's most interesting people" (on board superyachts, naturally), led by the twin brother / sister team of Nicholas and Annabelle Frankl. With no shortage of hospitality companies vying for attention, My Yacht has carved out a vaunted reputation and a unique position in Monaco. As a 3-time Olympic bobsledder, piloting HUN1 in Lillehammer, Nagano and Salt Lake City, Nicholas competed against and formed lifelong friendships with a number of the teams, including that of Monaco, led by none other than HSH Prince Albert II of Monaco. Frankl, a Monaco resident, is a huge admirer of all that Prince Albert II has achieved to modernize the compact Principality, and of Monaco itself, as a global destination and, not least, when the world's media and F1 'circus' descend. With years of working with various F1 teams, including Ferrari, under his belt, Frankl says, "We realized we could create what is effectively the most unique and comprehensive luxury yacht hospitality both for HNWI and also for luxury brands, to be at the Monaco Grand Prix who want to host their clients in a convivial environment and elevated way."

My Yacht will host approximately \$100bn of wealth over the GP weekend, including at its annual Friday night charity reception that celebrates its 16th year and will welcome a 'who's who' of VIPs (very interesting people): astronauts, Heads of State, Olympians, World Champions, philanthropists,

musicians, innovators, the list goes on. Highlighting the impressive accomplishments of the Prince Albert II of Monaco Foundation, as one of the most coveted invitations of the GP weekend, the soirée also presents a unique opportunity for MYG to announce its new initiative: "My Yacht Club", an exclusive superyacht digital membership for ultra-luxury lifestyle experiences.

My Yacht Club will launch with the ultimate Noir membership of 25 Founding Members only. That's it. These memberships or 'tokens' (think of them as a digital asset that can be used, held, transferred, or sold) will be valid in perpetuity and grant access to a privileged world of curated gatherings, luxury dining, influential networks, private establishments, and much more.

Says Frankl, "Having pioneered the first superyacht lifestyle hospitality platform some 16 years ago, we're excited to be pioneering the first global luxury lifestyle digital membership community on the world's leading digital asset marketplace."

Back aboard MYG's 44m trackside superyacht guests will be sipping chilled Whispering & Rock Angel, plus the award-winning Garrus, from Château d'Esclans, Blanc de Blanc bubbles from Régi Champagne, plus arriving & departing in style aboard a Van Dutch powerboat. Thus, setting the scene is set for an action-packed weekend, the ricocheting sound of F1 engines bouncing off the buildings, teams battling for supremacy, at the most glamorous race on the annual calendar.