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# Presentation of the Rolex FEI World Cup™ Final



*The Scandinavium Arena, Gothenburg*

## **The elite of world class riders**

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The Rolex FEI World Cup™ Final is one of the highlights of the Fédération Equestre Internationale (FEI) calendar.

Symbolising excellence and prestige, it is traditionally an exciting, intense performance. During the five days of the event, before a large audience that knows and appreciates the sport, the candidates vying for the supreme title push themselves to the limits with exceptional determination.

This event is the climax of the Rolex FEI World Cup™, a series of competitions that take place over a six-month period, from October to April. It comprises 14 regional leagues – Western Europe, Eastern Europe, North America, etc. – on all five continents. In each of these leagues, contenders compete in a number of qualifying events. At the end of this marathon, only the 40 best-placed riders from all the leagues qualify for the Rolex FEI World Cup™ Final.

## **The 30th edition in Gothenburg, a tribute**

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The 2008 edition of the Rolex FEI World Cup™ Final marks the 30th anniversary of the FEI World Cup Jumping. By choosing Gothenburg as the venue, the organisers pay tribute to the role that the city has played in the creation and development of what is one of the world's most prestigious equestrian events. The very first final was held there in 1979 and, today, Gothenburg is considered the birthplace of the Rolex FEI World Cup™.

The last time Gothenburg hosted the Rolex FEI World Cup™ Final was in 2001. The 2008 edition will be the 12th time the event has been held there.

## **The Rolex FEI World Cup™ Final in brief...**

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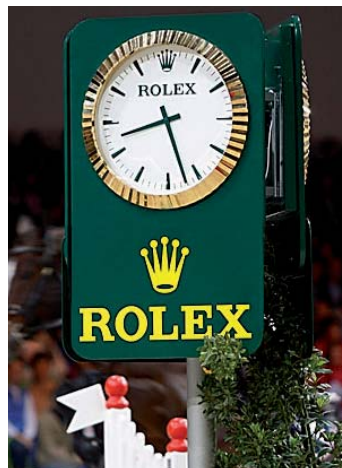
- 40 riders who have qualified in a series of events over a six-month period,
- every region of the world represented,
- close to 90,000 spectators expected,
- the winner rides away with the title of best in the world.

# Rolex, Title Sponsor of the Rolex FEI World Cup™ Final

Rolex is the Title Sponsor of the Rolex FEI World Cup™ Final for the second year in a row. It also sponsors all 12 qualifying events of the Rolex FEI World Cup™ (Western European League).

Rolex visibility in Gothenburg:

- **Rolex clocks and banners** will be displayed at the event venue,
- two **Rolex jumps** will be set up in the arena,
- a **Rolex VIP reception area** will be set up for the duration of the event,
- the **Rolex brand** will appear on all official publications,
- the **Rolex logo** will appear as a graphic insert on TV,
- the **Rolex TV spots** will be shown on the giant screen,
- the **Rolex logo** will appear on the start and finish signs.



# Rolex and equestrian sports

Rolex has been present in equestrian sports **since 1957**. In these sports, excellence flows from flawless timing, precision and the grace of the horses and riders.

Today, Rolex is actively involved in **four disciplines**:

- **jumping,**
- **dressage,**
- **eventing,**
- **polo.**

Rolex is a partner of the **Fédération Equestre Internationale (FEI)**, the major international association governing the sport, and also supports some fifteen of the most renowned events on the international circuit.

Since 2002, Rolex has sponsored the **FEI World Equestrian Games**, considered to be the most prestigious equestrian competition in the world. This event, unique in its genre, takes place every four years at a different venue and brings together for two weeks the seven disciplines officially recognised by the international equestrian authorities: jumping, dressage, eventing, endurance, vaulting, driving and reining. In 2010, for the first time, an eighth discipline, para-equestrian sport, will be part of the programme.

In jumping particularly, Rolex is associated with several annual international competitions and events:

- the **CHIO Aachen** (Germany),
- the **CSI-W Geneva** (Switzerland),
- the **CSIO Spruce Meadows** (Canada),
- the **CSI Casas Novas, La Coruña** (Spain),
- the **Brussels International Jumping** (Belgium),
- the **Rolex IJRC Top 10 Final**.

Since 2007, Rolex has been Title Sponsor of the **Rolex FEI World Cup™ Final**, one of the most exhilarating equestrian jumping competitions.

In the discipline of eventing, Rolex in the 1980s became the Title Sponsor of the **Rolex Kentucky Three-Day Event** (four-star event), which takes place annually in Lexington, Kentucky (United States). Rolex also sponsors two other major international competitions in this discipline: the **Mitsubishi Motors Badminton Horse Trials** (since 1999) and the **Land Rover Burghley Horse Trials** (since 2000). These two four-star contests take place in the United Kingdom.

In 2001, Rolex created the **Rolex Grand Slam of Eventing**. This trophy is awarded to the rider who wins consecutively at Lexington, Badminton and Burghley. To date, only British horsewoman Pippa Funnell has succeeded in this accomplishment, in 2003.

In polo, Rolex sponsors several prestigious events in Argentina, one of the leading countries in this discipline: the **Copa de Oro Ellerstina** and the **Open Championship**. Rolex sponsors a second tournament, the **Rolex Crown Cup**, which takes place in Germany.

Rolex Testimonees include five men and women with exceptional records:

- Brazilian rider **Rodrigo Pessoa**, Olympic jumping champion, is considered to be one of the most remarkable riders of his generation;
- A German rider of American origin, **Meredith Michaels-Beerbaum** is the first woman to be ranked number one in jumping (in 2005). In 2006, for the second time, she took first place on the podium at the Top 10 Final in Geneva;
- British rider **Zara Phillips**, a talented young horsewoman in the discipline of eventing, was awarded the title of individual world champion in 2006 at the FEI World Equestrian Games in Aachen;
- British rider **Pippa Funnell** is the first woman to be ranked number one in her specialty, eventing, and the first rider ever to have won, in 2003, the Rolex Grand Slam of Eventing;
- German rider **Nadine Capellmann**, double world champion of the FEI World Equestrian Games in 2002 and winner of the team dressage competition in the FEI World Equestrian Games 2006, is currently the brightest star in the equestrian world.



# Rolex Testimonees present in Gothenburg

Two Rolex Testimonees are participating in the Rolex FEI World Cup™, which allows qualification for the Final. They may be present among the elite in Gothenburg.

## Rodrigo Pessoa

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This Brazilian champion specialises in jumping. He figures among the riders with the greatest number of titles to their name. He is the only rider to have won three consecutive FEI World Cup™ Finals with the same horse, the famous Baloubet du Rouet. Rodrigo Pessoa has been a Rolex Testimonee since 1999.

## Meredith Michaels-Beerbaum

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In 2005, this American-born German rider became the first woman rider to become number one in the world in jumping after her victory in the FEI World Cup™ Final in Las Vegas. In 2007, she became European champion. Meredith Michaels-Beerbaum has been a Rolex Testimonee since 2007.



# The Rolex FEI World Cup™ Final programme

- Wednesday 23 April 2008** Warm-up day
- Thursday 24 April 2008** First day of events and opening ceremony
- Friday 25 April 2008** Second day of events
- Saturday 26 April 2008** Rest day
- Sunday 27 April 2008** Third day of events/Rolex FEI World Cup™ Final

