

A new force in global yachting: PSP, Pindar & GAC form logistics & transportation alliance



There's a new player on the global yachting scene.

PSP, Pindar and GAC have joined forces to provide a logistics and transportation service for sail racing teams and individuals across the world.

The international triumvirate has been established in a bid to take on the market leaders and become the world's biggest provider for race teams and individuals competing in sailing events globally.

The service was launched this month, with all three companies in the union being carefully selected for what they can bring to the table.

PSP will lend its worldwide experience, expertise and knowledge of race logistics to provide the physical service. Having transported boats and maintenance equipment across the world for some of the biggest names in the sport, it will be responsible for ensuring the service is of an impeccable quality.

As one of the world's biggest shipping and logistics firms with more than 50 years international experience, GAC brings its global coverage and resources to the alliance. Thanks to its global standing and the local expertise and contacts that make up its network, GAC can provide global access to experienced staff with local knowledge around the world.



Sail racing team Pindar is the final piece of the puzzle. It is a well-known and respected name in international competitive yachting circles, and it brings with it a wealth of sailing contacts to the alliance. With GAC, it jointly manages Team GAC Pindar, which this year is competing in the Extreme Sailing Series 2011 and, with skipper Ian Williams at the helm, in the World Match Racing Tour championship.

Frank Dixie, Managing Director of PSP, said: "This is the perfect union and the strength and experience of all three companies will create a formidable force within the market. We are already in talks with a number of potential customers and expect to see a great demand for this service. For PSP this represents yet another innovative and collaborative way of working, which will further strengthen our position internationally and give customers more choice.

According to Capt. Peter Grönberg, Project Director of Team GAC Pindar, together the three powerful brands send a clear message to the yachting industry - that there's a major new player with lots of industry experience on the scene.

He adds: "Individually, each brand is a leader, but by coming together we are using the power of three to provide the dedicated know-how and contacts, worldwide coverage and specialist expertise that the thriving competitive yachting sector demands."

Founder and Principal of Team Pindar, Andrew Pindar OBE, says he is very excited to be working with GAC and PSP to continue and develop Team GAC Pindar's active participation in the world of sailing: "Throughout our 30-year history we have enjoyed the diversity of this fabulous sport, sponsoring sailors in dinghies on lakes to yachts on the oceans, carrying our name and logo around the world no fewer than six times.

"This year, our participation in the Extreme Sailing Series and the World Match Racing Tour builds on our pedigree and promotes our new business venture in yacht and boat logistics. I couldn't be more proud of this partnership as it brings together the skills of PSP, the scope scale and strength of GAC and the great sailors who carry the name of Team Pindar."