

Third time lucky with new team and sponsor



Shelley Jory-Leigh

British Powerboat Champion
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LEADING international manufacturer, Rotary Watches, has taken on the role of my main sponsor and I have a new team as I get ready to embark on my third Powerboat P1 World Championship campaign.

In powerboat racing timing is everything, a split second decision can win or lose you a race, so who better to have on board as a sponsor than the world-renowned watch makers?

I am hoping that with the support of such a high-profile company it will be third time lucky for the title and will encourage other companies to sponsor me in the formula one of motor racing on water.

Rotary Watches is part of the Dreyfuss Group, the oldest Swiss watch brand that is owned and managed by direct descendants of the founding family.

Now celebrating its 115th year, the group counts three major brands within its portfolio and has achieved international award-winning status as well as receiving the prestigious Superbrand commendation for



Photo: onEdition

three consecutive years.

Their watches are pretty cool too, and surprisingly very affordable, which is refreshing.

Victoria Campbell, managing director of Dreyfuss presented me with my ladies aquaspeed watch and said the company was

delighted to be sponsoring me throughout 2010 as I continue my success in the P1 powerboat championships.

"This is the first time in recent years that the company has entered into a sponsorship agreement with a sports person and we feel that this new relationship offers a perfect synergy between our brand of waterproof watches and this high profile and exciting sport for which Shelley is a perfect ambassador."

I have also joined a new team as I take the driving seat in the Supersport team Spirit of Belgium beside throttleman Patrick Huybrechts.

Patrick holds a Guinness World Record for the fastest crossing of The English Channel in 2007, finished his inaugural championship in 2009 in a brilliant fourth position overall and is as hungry as I am for more success in Powerboat P1.

I am sad to part company with Audrien Ciantar after just one-year racing together, I will miss the unique bond we had inside the cockpit, but I am extremely pleased with my growing relationship with my new team owner Patrick.

Everything has been really positive so far. The new boat looks amazing and we both

Powerboat P1 provisional calendar

April 16-18	Split, Croatia
May 7-9	Yalta, Ukraine
June 11-13	Istanbul, Turkey
July 9-11	Cascais, Portugal
August 6-8	Göteborg, Sweden
September 17-19	Sicily, Italy

truly believe that we have a fantastic chance of winning the world championship this year.

Our official team testing starts March 1 when I fly out to join Patrick at the Nor-Tech base in Fort Myers, Florida where the new powerboat is being built.

Patrick and I are working brilliantly together on team arrangements, logistics and sponsorship. Hopefully with my finesse and Patrick's aggression, we can hit the ground running in Croatia in April for the first round of the Powerboat P1 season.

What has Patrick's got to say about me?

"Her commitment and drive is admirable. These are key skills to have in a small team. I watched her drive last year and I really liked her aggressive style on the water.

"Her passion for powerboating and chilling confidence when handling difficult situations made her an attractive person to race alongside.

"She's very direct in attaining her goals and that is crucial in powerboat racing."

I think we will get along just fine!



Sophie Pugh in action

Photo: onEdition

New P1 Superstock launch!

POWERBOAT P1 management relaunched the Honda Formula 4-Stroke Association) with a new identity, the SuperStock, at the London International Boat Show.

Using the existing formidable Cougar 27 hull but with a new engine package on the back Mercury 300 will take top speeds up to 80mph.

I was at the show to launch this exciting new venture and to host the ceremonies.

The integration of the SuperStock Championship into the existing Powerboat P1 structure in will see the two series racing together in the opening Grand Prix of the Sea in Split, Croatia between April 16 and 18.

As an affordable and easily accessible form of motorsport, the F4SA has built up a strong fanbase during its ten-year existence under the stewardship of eight-time powerboating world champion, Steve Curtis.

The British-based competition was also an invaluable source of production racing pedigree for Powerboat P1, nurturing the likes of myself and former Powerboat P1 World Champion, James Sheppard.



Photo: onEdition

Heights of Abraham.com's 2009 navigator, Sophie Pugh, is very excited about Powerboat P1's plans for the series. Ahead of her team's first adventure into European waters, Sophie who won F4SA Best Female Pilot in 2009 believes it is exactly the boost the championship needs.

"It's fantastic! The team are very excited by the prospects of the SuperStock Championship. It promises to take our racing to a whole new level.

"The Honda Formula 4-Stroke Championship was in danger of disappearing, so it's great to be involved with Powerboat P1"

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