

Many activities with Stena during Stena Match Cup Sweden



Stena is very much involved in Stena Match Cup Sweden and the Stena Sphere companies are arranging numerous activities during the match racing off Marstrand outside Gothenburg. New for this year is that visitors at the Stena Sphere's stand can try out match racing with the much talked-about and praised 3D headset Oculus Rift. Stena Recycling will show visitors how used resources are processed and given new life as raw materials with examples including several designer products made of recycled materials. In honour of the week, the ferry to Marstrand will be dressed in Stena's colours and has changed its name to Stena Marstrandica.

Stena Match Cup Sweden, which takes place off Marstrand at the beginning of July every year, is the largest international sailing event in Sweden. Last year, the event attracted around 115,000 visitors who watched world-class match racing off Marstrand.

For Stena, with its roots in Gothenburg and large parts of its core business at sea, sponsorship of Stena Match Cup Sweden is natural choice. This year, Stena is the title sponsor for the sixth consecutive year and has more activities than ever before. At Marstrand, the Stena Sphere will show some of its wide range of activities in different industries, all with common values focusing on care, customer satisfaction, committed employees, quality, innovation and business acumen.

Sailing in 3D with Oculus Rift

Oculus Rift, which has not yet been released on the consumer market, is a virtual reality headset, which, with the help of sensors, tracks head movements and adapts to the world the wearer sees. At the Stena Sphere's stand on Marstrand, visitors will have an opportunity to experience an action-filled adventure and feel the tension on board a match racing boat.

Stena Recycling gives new life to used resources

Stena Recycling presents its new concept IT STARTS HERE on its stand. When many people see the end of a product's life cycle, Stena Recycling sees instead a beginning. Additionally, its partners are showing several designer products such as furniture, clothes and fitments, all made from recycled materials. During the week, the Stena Recycling Crew will be removing rubbish and separating it into different types of waste, something that makes the Stena Match Cup Sweden competition an environmentally certified event. Finally, for every person who visits Marstrand during the world-class match racing, the Stena Metall group will donate money to the organisation Strandstädarna.

Stena Line dresses up ferry

During the match racing week at Marstrand, Stena Line will launch what is described as the company's shortest crossing. The traditional ferry Lasse-Maja, which has been dressed up in Stena's colours and renamed Stena Marstrandica, will ferry all the visitors from Kån to Marstrand itself in three minutes. On board, the passengers will learn more about Stena Line's most popular concepts such as the Border Shop and the indoor waterpark "The Reef". During the final day of the match racing, Saturday 4 July, the crossing to Marstrand will be free of charge.

For more information:

Lena Alving
General Manager Marketing & Corporate Events, Stena Bulk AB
+46 704 85 50 20, [lena.alvling@stenabulk.com](mailto:lana.alvling@stenabulk.com)

Lovisa Andersson
Marketing & Branding, Stena Metall AB
+46 10 445 2021, lovisa.andersson@stenametall.se

About Stena Match Cup Sweden

Stena Match Cup Sweden is one of the largest public events in Sweden and is one of eight events in the men's World Match Racing Tour. The weeklong event is held at the beginning of July every summer in Marstrand and attracts around 115,000 visitors every year. Stena Match Cup Sweden is arranged by GKSS, Royal Gothenburg Yacht Club, in collaboration with Brandspot. GKSS is responsible for the sports-related activities and Brandspot for the commercial rights.

www.stenamatchcupsweden.com

About the title sponsor Stena

The Stena Sphere is one of Sweden's biggest family-owned groups of companies with businesses worldwide. The Stena Sphere's focus lies on ferry routes, shipping, offshore drilling, property, finance, Stena Adactum plus recycling, environmental services and trading. The Stena Sphere has more than 19,000 employees and generated total revenues of SEK 56 billion.

www.stena.com and www.stenametall.com