



# POLO RIDER CUP sets sail with VANDUTCH YACHTS

#POLORIDERCUP

GAME POLO is happy to announce that VanDutch Yachts will be the official yachting partner for the third edition of the POLO RIDER CUP that will be held from 14 to 24 June 2023 at the Polo Club Saint-Tropez - Haras de Gassin.

VanDutch Yachts is a luxury yachting brand owned by Cantiere del Pardo since 2020. Originally founded by the Dutch company VanDutch Inc. in 2008, the Italian shipyard continues to uphold the image of sleek elegance through the design of these yachts, known worldwide for their identifiable profile and luxury lifestyle spirit.

In 2022, the VanDutch Yachts brand decided to settle on the French Riviera, choosing its most emblematic village: Saint-Tropez.

VanDutch will be present at the event with a display area showcasing their boat models, and the winning teams of the POLO RIDER CUP & Ladies POLO RIDER CUP will be rewarded with a cruise in the bay of Saint-Tropez.

**Hugo Brugière, President and General Manager of CNB Villanova / VanDutch Yachts Center in Saint-Tropez, comments:** "We are pleased to be the official yachting partner for the 2023 edition of the POLO RIDER CUP with the prestigious brand VanDutch Yachts, which has recently set up shop in the heart of Saint-Tropez's old port. Combining elegance and prestige, the polo competition is an event that embraces the values of VanDutch Yachts, and we are proud to be able to present our high-end services to this superb sporting community."

**Olivier Godallier, President & Founder of GAME POLO, comments:** "We are delighted to team up with VanDutch Yachts as our Official Yachting Partner for the third edition of the POLO RIDER CUP. The iconic style of VanDutch Yachts reflects the brand's luxury and elegance, recognized worldwide, and it is a perfect match for our event that takes place in the same village as one of VanDutch Yacht's main branches."

#### About VANDUTCH ([www.vandutch.com](http://www.vandutch.com))

VanDutch Yachts is a luxury yachting brand owned by Cantiere del Pardo. Originally founded by the Dutch VanDutch Inc., the brand was acquired in 2020 by the Italian shipyard and today continues the design, production, and sale of motorboats in the luxury segment of the international yachting market. The headquarters and production site are in Forlì (Central Italy), with representative offices, VanDutch Centers, and branches in Europe and America. VanDutch is internationally known for its design, functionality, and lifestyle surrounding the brand. Founded in 2008, the first model, the VanDutch 40, was introduced to the market the following year. Today the range includes five motorboats between 32 and 75 feet.

#### About GAME POLO ([www.poloridercup.com](http://www.poloridercup.com))

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP and Ladies POLO RIDER CUP.

#### PRESS RELEASE

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DEFENDER

VanDutch

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CHAMPAGNE  
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