
EHCA GENERAL MEETING

FEBRUARY 2020



Hobie Cat Europe Factory Report

HIGHLIGHTS OF THE YEAR 2019

I. Business Side

Products & Business
Marketing & Communication

II. Association Side

Youth Program
Supports of big events
Lots for regattas
Charter Program

III. 2020 projects



BUSINESS SIDE

Products & Business

Hobie Cat Europe continues to develop the **trademark in Europe.**

HCE is still looking for **New Partners**

New dealers in Croatia , the HC 16 will be displayed at the **Zabreg boat show** → International development



BUSINESS SIDE

Marketing & Communication

Hobie Website – Hobie Events link to EHCA calendar

Develop the DIGITAL – focus on social medias :

Facebook / Instagram

Creation of synergy with the FB pages of Hobie Associations (EHCA, IHCA, by countries...)

HCE strategy :

- **Events : local events, hobie events, regatta**
- **Focus on a local strategy – proximity**



ASSOCIATION SIDE

HCE has continued to support Hobie Racing and the Class Association with :

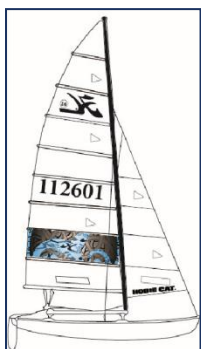
Youth Program	Support of big events	Lots for regattas	Charter Program
<p>The Youth program : it is a subject very important for Hobie cat and we are still happy to continue, year after year, our support in offering promotion pricing for HC16 SPI KITS + Hobie Dragoon to the young sailors and to the clubs.</p> <p>HC 16 is back in France as a official support</p>	<p>Such as the ProSail Tour in Germany, the Hobie Multi-Europeans in La Rochelle (supply of European Sails and goodies for regatta), National and local events .</p> <p>Hobie Rib for the media boat</p> <p>Italy : HC16 / DRAGON – HCE supports its Italian Distributor – Apply Youth Program – FIV</p> <p>Italy has a good fleet and the FIV kept the HC 16 and Hobie Dragoon</p> <p>Creation of posters :</p> <ul style="list-style-type: none"> • Improve the visibility of the event • Increase its visibility • Create a Hobie atmosphere 	<p>About 3 000 € have been given as lots or participation for Hobie European in La Rochelle, with the partnership of the local Hobie distributors</p>	<p>Charter Boats - Hobie Multi-European in La Rochelle</p> <ul style="list-style-type: none"> • 8 Dragoon • 4 HC14 • 5 HC16 <p>As usual, Hobie Cat Europe supplied 56 sets of sails for the Gold Fleet at the Hobie 16 Europeans for a small charter fee. The sails are available afterwards at discounted rates.</p>

2020 PROJECTS

Hobie Cat Europe will continue to :

- **Support the Class** : Especially through the **youth program** that will be continued in 2020 for the Hobie 16 and Hobie Dragoon.
- HCE will supply **charter boats** at the **Multi-European in Spain** : 5 HCl6. and Dragoon for the overseas sailors. And also, supply 56 set of sails for the Golden Fleet.
- Also Hobie Cat Europe can continue to **help for the collection of information such as the EHCA Regatta Calendar.**
- **Supply lots and giveaways**, with the support of the local Hobie distributors, for some local and big events such as the Pro Sail Tour in Germany. In other European countries for the Hobie Nationals. Other events may also be considered during the year.

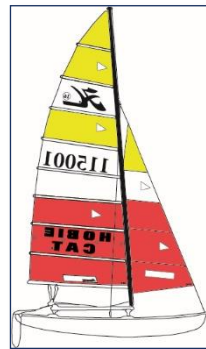
WE LOOK FORWARD TO AN EXCITING HOBIE EVENT IN SPAIN!



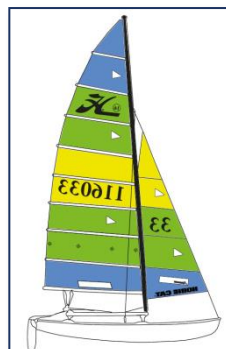
2012



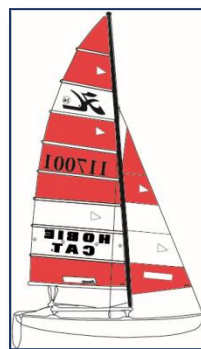
2013



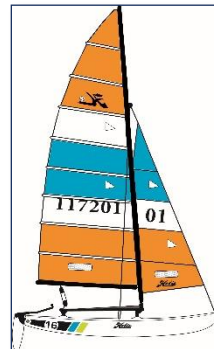
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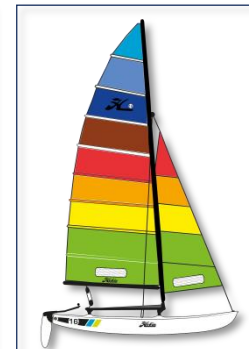
2015



2016



2017



2018



2019



Michel Corigliano Managing Director
Hobie Cat Europe
800 Rue du Dr Calmette 83210 la Farlède
P :+33494087872
www.hobie.com