



PRESS RELEASE from Team Britannia
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Team Britannia sign global TV deal with Discovery Channel

Team Britannia has clinched its first major TV deal with the Discovery Channel.

The 10 part series will film the development, construction and testing of the boat and is due to be aired next year.

The Discovery Channel broadcasts in 170 countries with a global audience of more than half a billion. It offers 29 network brands in 33 languages.

The documentary will look at the innovative products and science behind the £2.9 million round the world record attempt, including looking at the revolutionary design.

The 80-foot boat will harness the latest “wave slicing” technology, which will cut fuel consumption by up to 30 per cent, and should make the 24,000 mile trip smoother than a voyage in a conventional hulled boat.

Alongside the super efficient design the vessel will be powered by “white diesel”, a mixture of diesel, water and emulsifier, which when burnt slashes harmful emissions such as particulate matter and Nitrogen Dioxide.

The British company behind the emulsion, SulNOx Fuel Fusions, will tell the Discovery Channel that they have cracked the problem of stratification, or separation that has held back this technology until now. And will demonstrate that using a process of repeatedly smashing ordinary fuel and water together, under great pressure, they are able to alter the size of the fuel particles at a nano level. Before injecting an emulsifying agent into the fuel and water to lock the mixture together. This has created the first safe, reliable and cost-effective fuel emulsion.

The TV deal was formally signed this week in London between Lime Pictures and head of Team Britannia, ocean-racing legend Alan Priddy.

Mr Priddy hopes to set a new world record, for the fastest circumnavigation in a powerboat shaving up to seven days off the current powerboat record of 60 days 23 hours 49 minutes, held by New Zealander Pete Bethune.

The single hulled boat will be built in UK out of recycled aluminium, from Blackburn Metals, before being laser cut by Southampton firm Aalco. The boat will then be put together by ABC Marine in Hampshire.

The whole construction process is expected to take around four months before the start of an extensive two-month programme of sea trials.

Mr Priddy commented: “Securing this TV deal with the highly respected Lime Pictures and Discovery Channel, shows the potential of the project and how everyone involved is pushing the boundaries of science and engineering.

“We have an incredible story to tell, including the knocks. The previous design and hull, which was destroyed by fire and the short delay in this construction, while the final elements of financial support have been secured will all be covered. But against these, there have been the many achievements and then the human stories of the crew, especially the injured and wounded servicemen and women who will be joining us.”

As part of the deal, Lime Pictures will embed a cameraman/woman on board the boat during UK sea trials, where the boat will be tested both empty and fully laden, before completing two 1500-mile circuits of the British Isles.

Team Britannia head of communications, Alistair Thompson commented: “This is a significant moment for the whole team, as the professionalism and expertise of those at Lime Pictures and the Discovery Channel are well known. It allows the Team to showcase the project to more than 431 million homes with a potential global audience of more than half a billion people. Demonstrating the ground breaking British engineering and science that will help to set a new world record.”

To complete the record attempt the boat must pass through the Suez and Panama Canals, cross the Tropic of Cancer and the Equator, and start and finish in the same place. The world record authorities UIM (Union Internationale Motonautique) have approved Team Britannia's proposed route, which will start in Gibraltar and call at Puerto Rico, Acapulco, Honolulu, Guam, Singapore, Oman and Malta to take on fuel.

Mr Priddy concluded: "The whole team is very excited by the news of the deal with Lime Pictures and the Discovery Channel. We have a top production company and broadcaster to record everything we are doing up to the start of the record attempt in November.

"They will have free and unfettered access to the project at every stage including the crew, so those watching will get a true sense of why this particular record remains one of the toughest and has only been attempted three times before."

For media inquiries, please contact Alistair Thompson of Media Intelligence Partners Ltd on 07970 162225 or 0203 008 8145.

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Notes to editors:

Team Britannia is a £2.9 million British bid to design and build the fastest and most fuel efficient wave slicing powerboat to circumnavigate the globe for the much coveted UIM world record currently held by the New Zealander Pete Bethune at 60 days 23 hours 49 minutes.

The World Record Authorities (UIM) dictate that for recognised circumnavigation the craft has to pass through the Suez and Panama Canals, cross the Tropic of Cancer and the Equator and that the journey must start and finish in the same place.

The boat is a completely new design, from Professor Bob Cripps, former Technical Director of VT Halmatic. It has been designed in the UK and will be constructed in the Portsmouth area out of marine grade aluminium. It encompasses "an exceptionally efficient hull", which will cut fuel consumption by up to 30 per cent.

In addition to the design the vessel will be powered by a revolutionary fuel emulsion, a mixture of diesel, water and emulsifying agent from SulNOx Fuel Fusions. This will reduce harmful emissions such as particulate matter and nitrogen dioxide.

The effects of the emulsified fuel on the engines and the emissions will be monitored for the duration of the voyage and the results published online.

The boat is being built by Hampshire based ABC Marine, out of marine grade aluminium. The metal was produced by Blackburn metals and laser cut by specialist firm Aalco in Southampton.

The whole construction process is expected to take four months before a two-month programme of sea trials in the Solent and around the British Isles.

Team Britannia will launch their record bid in November 2015.

Boat specifications:

Length – 80 feet

Internal beam - 13 feet

External beam – 19 feet

Draft – 30 inches

Material – Marine grade aluminium

Hull thickness – 8mm

Build weight – 15 tonnes

Range 4,800 nautical miles

Engines – Two customised Fiat Power Train C13 500, 6 cylinders

Power – Each engine is capable of generating 500HP at 2,000 RPM

Water jets – Two Castoldi turbo drive 490 HC

Fuel – Emulsified diesel (diesel, water and SulNOx)

Navigation station – Raymarine

Crew - Eight permanent and two injured or wounded servicemen/women

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