

PRESS RELEASE

PRYSMIAN JOINS FORCES WITH FERRARI HYPERSAIL TO SET NEW GLOBAL RECORDS

Milan, March 16, 2026 – Prysmian has joined forces with Ferrari Hypersail to tackle a new frontier in ocean racing.

Prysmian joins Ferrari Hypersail as a partner, including supplying solutions and sharing innovation development, as the most ambitious project in ocean racing gets underway.

Prysmian is supplying Ferrari Hypersail with dedicated electrical cables that will be implemented on the offshore flying monohull.

Prysmian is the global leader in cable solutions, including submarine connections for both energy and telecommunication. Manufacturing, installing, monitoring and maintaining these strategic assets has given Prysmian a maritime DNA and culture, including setting world record depths of subsea installation. This culture and know-how are being leveraged in the Ferrari Hypersails' project to go where others have never gone before.

Cristina Bifulco, Chief Strategy Officer at Prysmian said: *“We have the knowledge – a special engineering excellence – and passion for what we do that can set the pace of global innovation, but this also needs to be tied to a bold, ambitious and brave mindset to achieve what we dream of. I feel that in Prysmian, we have this spirit - we are the global leader because we are the technological pacesetter and we are not afraid to break new ground - and Ferrari is known right across the world for this too. This project fits so well for us, not only because it will carry this pursuit of excellence right across the world but will also see us play an important role – sharing our innovation know-how and expertise to create a winning team.”*

Lorenzo Giorgetti, Chief Racing Revenue Officer of Ferrari, stated: *“We are proud to welcome Prysmian as a partner of Ferrari Hypersail in this unprecedented challenge. Innovation is embedded in Ferrari's DNA, and sharing vision, passion, and technological expertise with Prysmian enables us to push beyond the boundaries of ocean sailing. The technology provided by Prysmian will be instrumental in tackling extreme conditions, ensuring the highest standards of performance and safety for the team. This partnership goes beyond technological integration; it reflects a shared ambition to achieve milestones never reached before.”*

Prysmian is the leading provider of solutions for energy and digital connections, delivering major electrical transmission projects on land and at sea, modernizing power grids, and unlocking renewable energy, electrification, and digital connectivity worldwide. The company combines engineering excellence with sustainability-driven innovation, enabled by its 34,000 employees, 109 production facilities and 30 R&D centers in over 50 countries. Prysmian is a public company, listed on the Italian stock exchange and recorded 2025 revenues of approximately €20 billion.

For more info:

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