



MILLENNIUM  
Challenge

*“To face the elements is, to be sure, no light matter when the sea is in its grandest mood. You must then know the sea, and know that you know it and not forget that it was made to be sailed over...”*

-- Joshua Slocum, 1900.



## The unbeatable frontier...

Since time immemorial, Man has pitted his wits against the sea.

From the earliest days, when the quest was merely as safe a crossing of a body of water as possible, to the modern age of space technology, humanity has failed to fully conquer the great expanses of water which take up by far the largest areas of the earth's surface.

Man has flown to the extremes of the earth's atmosphere, walked on the moon and lived in space. He has climbed the earth's highest mountains, has charted every conceivable corner of his habitat of dry land and has spread himself to the far corners of the globe.

But the sea remains foreign to this land-locked being on two legs. For all his maritime

successes throughout the millennia, there have been proportionate numbers of failures, which have seen men, women and children succumb to the power of the untamed oceans. But, just as the sea won't surrender its closest secrets, so Mankind will continue to challenge its power. And while the challenger will never be the ultimate victor, every probe, every daring exploit, brings a gain – the ability to let his spirit soar with a dream.



## We invite you to dream...

You and your company now have a unique opportunity to share in the excitement of turning a new dream into a reality. A dream that will grab, and hold, the attention of a world always starved for new victories, a dream that will place your company at the centre of that attention.

## The challenge...

Hysucat Marine of South Africa, in partnership with Stephen Shidler of the United States of America, is to launch a challenge that will make seafarers, adventurers and armchair adventurers alike sit up and take notice.

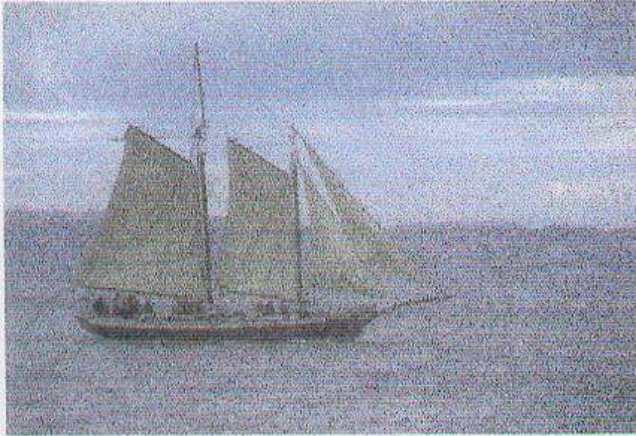
There have been many great races at sea, under power and under sail. Call to mind the great tea clipper races, which began as ship-owners raced to be the first to get their cargoes to London from the Far East, to benefit from the higher prices on the market at the start of the season.



Even further back in the past, there was the deadly competition among colonial powers whose ships raced each other to be first to reach new territories and claim them for their countries.

Much later, the huge ocean liners dashed across the Atlantic Ocean to win the blue ribbon and the honour of being the fastest from port to port.

Of late, all conceivable forms of competition have attracted men and women of daring to commit their lives for the sake of glory at sea. The existence of the five great "round-the-



world" yacht races for solo sailors and crews, bears testimony to the strength of the call of the sea. At the same time, men and women from all walks of life clamber into extremely powerful racing craft with huge engines, to dash across short stretches of water at a time, for the daring and pleasure of beating each other across the finish line. But in the vast majority of cases, these races call for the biggest, the fastest, the most expensive, in order to win. To solve those challenging problems, Mankind has opted for the solution often described as

"throwing money at it". To take a solo sailor around the world in a 60' or 18-metre, Open Class yacht, now sets the sponsors back by anything between R6 million and R10 million. Despite such expense, not even victory is a certainty, never mind a record.

## A new challenge...

Now Hysucat Marine and Stephen Shidler have joined forces to formulate a new challenge. The Millennium Challenge.

At stake is a unique honour, that of covering a vast distance, in record time, with a powerboat less than 40 feet in length.

Hysucat Marine is prepared to put at risk the reputation of its 6,4-metre Stealth Hysucat Rigid Inflatable Boat. At the same time, Shidler and Hysucat's Malan Conradie are prepared to face some of the deadliest seas in the world in such a small craft, by travelling non-stop from Port Elizabeth to Cape Town without refuelling. In this way, they will establish a record and dare other to break it.

Both Hysucat Marine and Stephen Shidler are confident that, in the 6,4-metre Stealth Hysucat, they have the boat that can do the job.

Now they are out to prove it.



## The Men...

**Stephen Shidler**, 49, is a man of single-minded purpose. He describes his occupation as a Maximiser of Movement and this effectively sums up his philosophy in life. For Shidler, the sole purpose of his life is to stretch the limits of efficiency of things that move, to reduce always the energy needed for anything to shift from Point A to Point B. Quite simply put, the man is an efficiency freak, obsessed with the economics of energy in all forms of motion.

In his other career, real estate, Shidler has achieved spectacular success, no doubt due to the same efficiency philosophy that now has him out in constant search for an efficiency record at sea. His success in real estate dealings in San Francisco and Waikiki has set him free to pursue these records with single-minded purpose.

One of his many successes in this quest, has been a campaign during which he sailed a purpose-built outboard-powered trimaran Baltek Endeavour from San Francisco to Hawaii and on to Australia. During this campaign, he set numerous distance, time and fuel economy records that still stand.

In doing so, he has pushed powerboat technology to new realms and achieved what many people considered impossible.

**Malan Conradie** boasts a long career in powerboat racing, a love affair that ended up leading him into the competitive world of boat building and development.

Having, over time, developed an eye for the shortcomings of boat designs and the need for technology to further improve efficiency in boat design, he soon became embroiled in the creation of new concepts.

These concepts grew into reality and culminated in the design and commercial production of the Stealth Hysucat, the world's first really successful rigid inflatable catamaran that incorporates a fully-fledged hydrofoil system.

Conradie is also known for tenacity in seeing projects through. This tenacity stems from his experience in boat racing, when he really became good at keeping going in the face of the toughest of conditions.

A clear example of this tenacious nature was to be seen when, while taking part in the Burger Agulhas Race for inflatable boats, he skippered a damaged boat through some of the worst seas seen in the history of the race to be one of only a handful of finishers and cross the line first. The majority of other participants withdrew from this last leg, but Conradie soldiered on, battling wave after wave of enormous Indian Ocean rollers along the Cape South Coast.

Imagine therefore his disappointment when the organisers cancelled the last leg without advising him and presented the win to a competitor who could not finish, on the basis of earlier performance.

This unfair setback has made Conradie even more adamant to set a challenge and his confidence in the boat he builds is such that he believes the record will not be broken soon.



## The machine...

The **Stealth Hysucat** is a boat of many moods. It can act as either a screaming fury in a highly competitive race, or it can offer the sublime relaxation of a family day cruiser. It can tow a skier with the greatest gusto, or it can amble along quietly, its shallow draught allowing it as near to the structure where the best fish are as a recreational angler can hope for.

This is not a boat built to a design that has merely thrown together a collection of the better existing features of its contemporaries. No, the Stealth Hysucat is the product of lengthy research by professionals from the University of Stellenbosch's Engineering Department. It was first proven on one of the most modern test tank facilities in the Southern Hemisphere and then taken to sea by Malan Conradie for further development.

The end result is a highly efficient catamaran hull, with purpose-designed hydrofoils spanning the centre cavity to aid the performance of the boat, improve fuel efficiency to previously unheard of levels and add comfort by softening the ride.

The hydrofoils -- designed in conjunction with the hull to maximise the whole working package and not as an optional add-on -- create lift to reduce total wetted surface and therefore the power and energy needed to propel the boat.

At the same time, less wetted surface allows greater speed, as resistance is reduced. Because of this, the Hysucat is able to achieve speeds only larger boats with larger engines can match.

As soon as the boat moves at a speed greater than eight knots, the hydrofoils come into play. Fuel consumption decreases by a surprising 30 to 40 percent.

As soon as the boat reaches and passes the minimum operating speed of the foils, the lift created provide a shock-absorbing action, smoothing out and softening the bashing experienced when a powerboat runs across the chop at sea.

It is this innovative, ultra-modern boat with which Stephen Shidler and Malan Conradie hope to challenge other sailors. A boat they believe is right for the job.





## A major benefit...

The welfare of the earth has become a cause dear to the heart of humanity. As scientific monitoring methods improve, Mankind has come to realise the increasing pressures he is placing on the world's natural resources. Global warming, damage to the earth's protective ozone layer and the health implications of atmospheric pollution carry with it the seed of the world's destruction.

Mankind has also realised that he has to tread lightly with his fuel resources, as it too has its limits.

In all industries, the need for fuel efficiency has become a major issue, none the least in the transport industry. Apart from the environmental and long-term resource implications, fuel efficiency also plays an increasingly high profile economic role, down to the scale of small business and recreation.

It is therefore of prime importance to issue a challenge such as the Millennium Challenge. It is the ideal vehicle for future efficiency developments in small craft, developments that could in future even be passed on to larger, commercial sea-going craft.

The door is therefore open for an environmentally aware company to be the first to support a new and much needed development in environmental conservation.

## The needs...

To launch this challenge, the Hysucat that will do the work needs to be built on the assembly line, stripped yet again, blue-printed for optimum efficiency and quality and re-assembled.

The boat needs to be provided with the correct, very latest four-stroke engines, that have to be taken through the same process as the boat.

Then, the all-important testing time arrives. That will be when Shidler and Conradie take the boat to sea to trouble-shoot, improve and finalise the technical set-up.

At the same time, a media campaign is to be launched and professional media services have to be employed to streamline publicity.

A donor to present the Millennium Challenge Trophy and medals, is also sought. The company presenting this trophy will be required to sponsor this first, Hysucat, attempt at setting a record, after which it will enjoy publicity in perpetuity by merely presenting the trophy to those who follow. Those who attempt the record in future will then have to find their own sponsors of boat and equipment.

The total package required for the record setting attempt, is R250000.



## The rewards...

The first benefit for the sponsor, probably the greatest and most valuable in the short term, is the media coverage of such an event. The unique nature of the challenge makes it a must for both print and electronic media.

In the long term, the sponsor will be connected with the challenge as long as the challenge exists, by presenting the trophy at successive attempts to beat the record and by having its name included in the title, eg: "Sponsor's Name Millennium Challenge".

Apart from news coverage by print and electronic media, Hysucat Marine intends tying the challenge to a fund-raising drive for the challenge participants' favourite charity. In this case, the National Sea Rescue Institute is to be the beneficiary, if they agree. A concept proposal is to have a popular national or local radio station run a fund-raising telethon over the same period as the record attempt and, in the event of this taking place, the main sponsor's name would be given frequent air-time.

The main sponsor can also benefit by using film clips, pictures and print copy in any promotional work or advertising, if it so chooses.

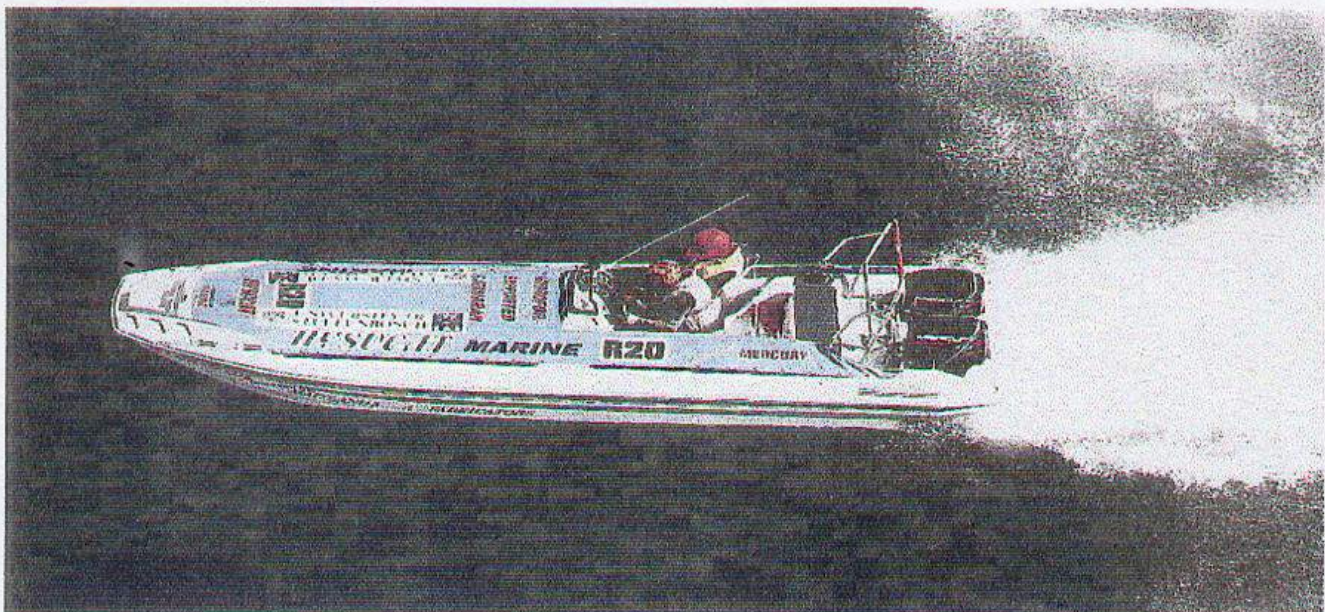
The tie-in of the main sponsor's name to an event that is environmentally beneficial, would certainly be a further advantage.

The challenge is a US-South African co-operation. The media coverage therefore will not only be relevant to southern Africa, but also to US media. At the same time, the focus of the challenge on efficiency will attract the attention of specialist boating media worldwide, as it is of prime importance to the industry around the globe.

## So join us...

We hope to welcome you aboard for the voyage of your life. As Shidler says: "To be a 1000 miles from land, going as efficiently as possible, is a real thrill!"

Don't miss the opportunity!







**THE MILLENNIUM CHALLENGE RACE BOAT 1999  
FIRST LAUNCH, RACING COVER STILL TO BE INSTALLED**

