



The Realization
of a Dream:

The Longines Masters of New York

When Christophe Ameuw first launched the Gucci Paris Masters and the organizing group behind it, EEM World, in 2009, he didn't set out to create just another horse show. Ameuw's dream was to revolutionize show jumping and bring equestrian sport to the forefront of the international scene by combining it with the best in entertainment and lifestyle.

Photo © Ashley Neuho

If equestrian sports are a matter of taste, there is still a consensus that no one can question: the beauty of the horse transcends the sport, and, beyond the extraordinary performance of the riders, conveys a feeling of wonder,” said Ameeuw, CEO and founder of EEM. “And this is doubtless what makes show jumping universal, transcending countries, cultures, and populations.”

Today, Ameeuw is seeing his early vision fully realized in the form of the Longines Masters Series. Since its debut in 2015, the series has expanded from its Paris roots to include three events spanning across continents, beginning with the Longines Masters of Paris in December, and followed by the Longines Masters of Hong Kong in February, and new for 2018: the Longines Masters of New York.

“In a world that is becoming more and more digital, the experience of the live spectacle is a rare and enviable commodity. All over the world, sports events gather the crowds and unlock passions, inspired by social networks as symbols of a

generation that is eager to share,” continued Ameeuw. “This emotion, this dream, this enchantment that we bring to our Masters is our mission at EEM. Each new season of the Longines Masters Series ‘Grand Slam Indoor of Show Jumping,’ across three continents, three cultures, three iconic cities, we carry the values of our sport.”

A Fresh Face-Off

The inaugural New York event will serve as the exhilarating grand finale of the 2017–2018 Longines Masters Series, bringing the three legs of competition to a conclusion on April 26–29, 2018, at the newly renovated NYCB Live, home of the Nassau Veterans Memorial Coliseum in New York.

When the international competition arrives in the Empire State for the first time, it will bring with it the same prestige and excitement displayed at the first two stops in the series, including live music and DJs, one-of-a-kind artwork, delectable cuisine, luxurious shopping in the event’s Prestige Village, and of course, exceptional, high-caliber equestrian competition. Many of the world’s top ranked equestrian athletes will contest in featured classes including the \$278,000 Longines Grand Prix of New

York CSI5* and the always nail-biting Longines Speed Challenge.

Another fresh, new concept will come to New York for the first time this April. The Riders’ Masters Cup, which debuted at the Longines Masters of Paris on December 2, 2017, will pit Team USA against Team Europe in a unique showdown and a direct face-off style competition. In the first leg of the Riders’ Masters Cup, the USA’s Devin Ryan, Chloe Reid, Laura Kraut, Reed Kessler, and Lauren Hough, went up against Team Europe’s Kevin Staut, Maikel van der Vleuten, Grégory Wathelet, Jos Verlooy, and Lorenzo de Luca, respectively.

“This first edition of the Riders’ Masters Cup showed that this wondrous sport – show jumping – can be simple, readable and thrilling to audiences, without giving up any of the elegance or excellence characteristic of them,” said Ameeuw. “Both teams stepped up to the challenge in exceptional fashion, taking the audience right along with them and giving our sport the widespread support it deserves.”

At the end of the day in Paris, Team Europe claimed the victory – but the competition didn’t just end in France.

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Laura Kraut competes for Team USA in the Paris leg of The Riders’ Masters Cup; photo © Ashley Neuhof

The signature Longines Masters Series atmosphere; photo © Laurent Vu for EEM





Patrice Delaveau congratulated on his Longines Masters of Hong Kong Longines Grand Prix CSI5* victory; photo © Christophe Taniere for EEM



Daniel Deusser and Cornet d'Amour claimed 1st in the Longines Masters of Paris Longines Grand Prix CSI5* and earned a top-three finish in Hong Kong; photo © Ashley Neuhof

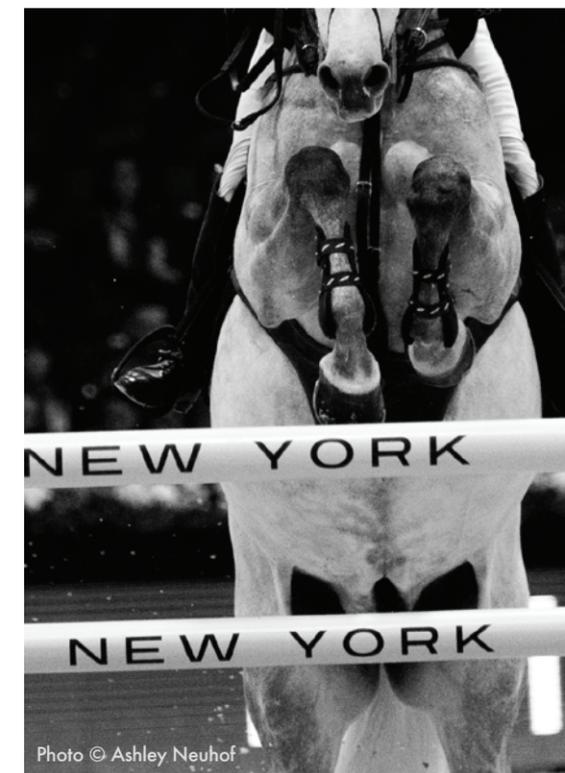


Photo © Ashley Neuhof

While Europe may have captured the win on their turf, the Riders' Master Cup is a two-part event, giving Team USA a chance on their home soil in New York on Saturday, April 28 beginning at 8:45 p.m. EST.

"This all-new event is so extraordinary because it makes speed the focus and the decisive factor; that's unprecedented in an international competition," said Team USA Chef d'Equipe Robert Ridland. "For New York, we will come in with a pretty good strategy and a very good team. The home field advantage will be in our favor in New York. The spectators, riders, and the sport in general will realize what it's all about after seeing this, and I really look forward to that. We'll give them a run for their money!"

€1,000,000 On the Line

Members of the U.S. team for the Riders' Masters Cup will not be the only equestrian athletes looking to top the podium in New York. Also looking for a shot at winning accolades are likely to be many of the same contenders who made their marks at the Longines Masters of Paris and the Longines Masters of Hong Kong.

In Paris, it was Daniel Deusser who topped the CSI5* Longines Grand

Prix riding Cornet d'Amour, owned by Stephex Stables, to the win on December 3, 2017. Deusser treated all those in attendance and watching worldwide on EEM.tv to exhilarating sport as he tripped the timers in 37.95 seconds and narrowly edged out second place finisher Simon Delestre of France riding Hermes Ryan who finished the jump-off round in 38.08 seconds.

"Yet again, Paris has proved how enticing the Longines Masters is to the world's best riders, and offered this wonderful audience emotions and memories that will last forever," said Ameer following the first event of the 2017–2018 season.

Deusser then headed next to Hong Kong to follow the Longines Masters Series and to contest the \$382,800 Longines Grand Prix CSI5* as well, but this time, while the German rider came close, the win went to France's Patrice Delaveau riding Aquila HDC. Delaveau and the 13-year-old Dutch Warmblood gelding, owned by Haras Des Coudrettes, stopped the jump-off clock in 37.81 seconds to take the win.

"It was great today, and my horse was fantastic," said Delaveau immediately

following his victory. "I love it here in Hong Kong."

Finishing in a close second on a time of 37.88 seconds were Max Kühner of Austria and Cielito Lindo 2, while Deusser and Cornet d'Amour rounded out the top three less than two-tenths of a second behind Delaveau in 37.96 seconds.

Deusser's third place finish in Hong Kong stopped short his chance at a lucrative €2,250,000 bonus given to anyone who wins the Longines Grand Prix in Paris, Hong Kong, and New York, in that order. However, it put another bonus into play for Delaveau: the €1,000,000 Grand Slam Indoor bonus, given if Delaveau can successfully conquer both the Longines Masters Grand Prix of New York in 2018 and the Longines Masters Grand Prix of Paris at the start of the 2018–2019 season.

Something for Everyone

Watching Delaveau go for the bonus in the \$278,000 Longines Grand Prix CSI5* of New York on Sunday, April 29, at 2:45 p.m. EST, is just one of the many things attendees can look forward to at the inaugural Longines Masters of New York.



Longines Masters Series magic; photo © PSI for EEM



Lorenzo de Luca flies around the Speed Challenge course at the Longines Masters of Paris; photo © Ashley Neuho



Incredible after parties at the Longines Masters Series; photo © Laurent Vu for EEM

More than 50,000 spectators are expected to attend the event over the course of the four days, with featured competition including the Grand Prix, the Riders' Masters Cup, the Longines Speed Challenge, and the Masters Power Six Bar.

The Longines Speed Challenge will be held on Friday, April 27, beginning at 9:15 p.m., giving spectators a chance to witness the world's top-ranked equestrian athletes as they contest the faults converted speed class in what's sure to be an exhilarating race against the clock.

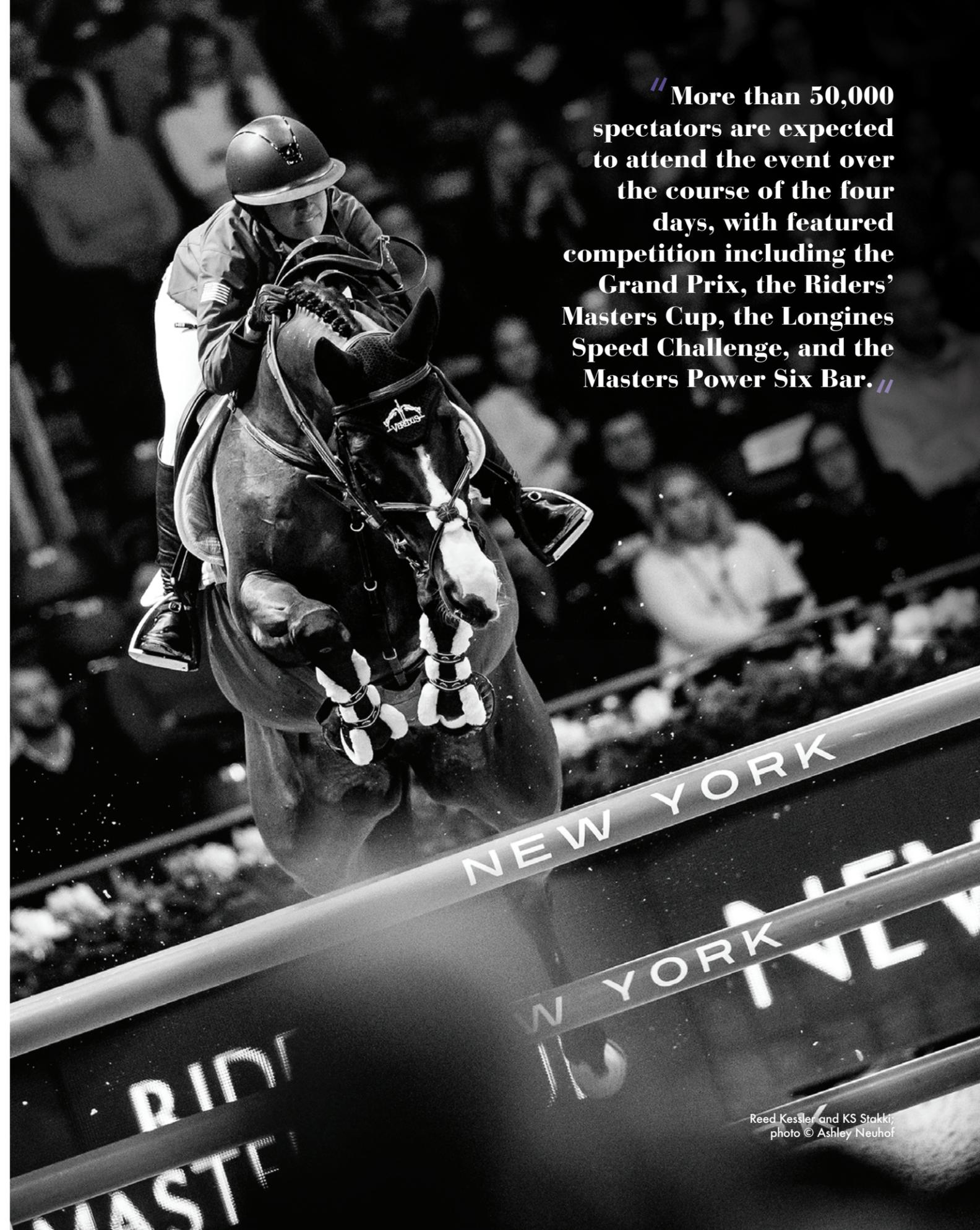
The Masters Six Bar will keep the top-notch competition alive on Saturday, April 28, with the ultimate display of power and strength beginning at 1 p.m. EST. Throughout the class, the height of six fences set in a row will continue to be raised as horse and rider combinations are eliminated one-by-one until only the most powerful athletes remain.

Among the expected top-ranked athletes are Olympic medalists McLain Ward, Lucy Davis, Laura Kraut, and Beezie Madden. They will join many of the best riders of the New York region, including Georgina Bloomberg, Brienne Goutal, and Jessica Springsteen, in contesting the heart-pounding CSI5* international show jumping events.

Not to be overlooked, and running alongside the CSI5* competitions, are the CSI11* and CSI2* divisions, each featuring their own speed, jump-off, and grand prix events. The Longines Masters of New York will also feature a \$25,000 U25 Grand Prix on Saturday evening, April 28.

"EEM is, above all, the realization of a dream. That of living a passion, equestrian sport, and magnifying it by offering the most beautiful scenes worldwide," said Ameeuw. "Our added value is the desire to surprise our audiences, riders, and spectators alike, to awaken the passions and to dream, thanks to avant-garde events that mix performance and pleasure." **HS**

Tickets for the inaugural Longines Masters of New York are on sale now. To learn more about the event and the Longines Masters Series please visit longinesmasters.com; and to purchase tickets visit ticketmaster.com. Sharing your own photos in conjunction with the Longines Masters Series? Be sure to use the hashtags #WeRideTheWorld and #LonginesMasters.



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Reed Kessler and KS Stakki; photo © Ashley Neuho