

## IN THE NEWS

Ocean Cup® LLC  
Keli Gunn  
(760) 473-8623  
[Keli@OceanCup.com](mailto:Keli@OceanCup.com)



## FRED KIEKHAEFER

### *Ocean Cup is honored to announce Grand Marshal*

Encinitas, CA September 24, 2023 – **Ocean Cup** is proud to announce **Fred Kiekhaefer**, founder of **K.Lab Design Works** and former president of **Mercury Racing**, will serve as **Grand Marshal** during the 4<sup>th</sup> Annual **Huntington Beach around Catalina** APBA/UIIM world speed records. Kiekhaefer will be heavily involved in **Ocean Cup's** schedule including technical inspections of the boats and being a special guest commentator with **Martin Sanborn** and **Erik Nordskog** for the live stream coverage of the **Rum Run** starting 6:00 am Friday, September 29th, as well as greeting race fans during the **Boats on Main** street party Saturday and Sunday.

The powerhouse name, **Kiekhaefer Aeromarine** which ruled the waves from the early days of offshore racing, became the heart and soul of **Mercury Racing**. The numerous design and engineering innovations generated by the **Kiekhaefers** fundamentally changed high-performance boating. Today, **K.Lab Design's** passionate '*function with style*' coupled with Fred's personal motto '*I will always deliver more than is expected: Just over the line*' is in perfect alignment with the **Ocean Cup** attitude and the goals for producing '**Over the Horizon**' world record events.



Glenn Anderson and Fred Kiekhaefer Lake X



Fred Kiekhaefer – Morgan Adams Concorso

"About a month ago, Fred and I were discussing how **Ocean Cup** is the key for getting offshore racing back into the ocean and how technology is the key for getting racing fans back into offshore," said **Nigel Hook**. "The perfect example is that the **Patriotic Duty** team just used a **Starlink-based** system to transmit video and audio to the world while racing down the coast of California – **NorCal to SoCal.**"

"I am very much looking forward to watching some real offshore racing again," said **Fred Kiekhaefer**, "and I plan to meet with the **Ocean Cup** executive team to explore ideas on how to best promote future events."

Live stream coverage of the **2023 Pacific Rum Run** begins at 6:00 am Friday via [www.OceanCup.live](http://www.OceanCup.live). Saturday and Sunday **Boats on Main** at the intersection of the world-famous **Huntington Beach Pier** and **Pacific Coast Highway**.

#### About Ocean Cup

Since 2013 Ocean Cup® has embraced the heritage of powerboat racing providing athletic and sports event services by conducting point to point powerboat competitions in association with Powerboat P1. APBA is the United States sanctioning authority for the Union Internationale Motonautique, the world governing body for powerboat racing. APBA sanctions races in several different classes, including the Offshore category.

#NoMoreRectangles

[www.OceanCup.com](http://www.OceanCup.com)

#WorldRecord