

NEW PERFORMANCE RANGE

Innovation is so often cyclical. Technology that was all the rage becomes obsolete before once again re-emerging as the pinnacle of forward movement. Industries re-apply common principles to age-old problems to re-define the problems they're grappling with and, often, to re-brand the same answers they gave ten years ago.

At Filippi, we believe innovation must stay true to one definite philosophy – it must be fresh, and it must move our sport forward. As 2024 begins in earnest – welcoming with it a new Olympic and Paralympic chapter – we believe it is the perfect time to introduce our latest range of boats, fresh from our boatyard on the western shores of Italy. The 'Performance' range is here.

Firstly, let's address the name. Our latest offering to the world of rowing is centred on cutting-edge but often marginal steps forward. Combine enough marginal gain and you begin to see broad strides in output. That is what we believe we have created in our latest range. This new fleet will be brought onto the world stage at the Paris Olympic and Paralympic Games, debuting as the vehicle to transport the fastest men and women on the planet to victory. The 'Performance' is indicative of our commitment to advancement but should not reflect a fundamental change in our belief that all Filippi shells are fit for purpose. This latest spark of innovation comes, initially, to support the top of the rowing pyramid, in the hope that the fastest adopt our new practices. Those who continue to use the thousands of boats already in circulation can still be comfortable in the knowledge that you're being supported by the fastest hulls out there. Well, perhaps the second-fastest...

Now, to the technicalities. If you have been paying attention to Filippi social media over the past month, you will have noticed us teasing the technology that underpins this new wave of sporting modernisation. We have pioneered the use of Koridion in our 'Performance' range, an ultralight structure that we have placed inside several components in our boats (stretcher, seat, rigger). This not only lightens the load but also guarantees that you, as a Filippi athlete, are racing in an unprecedented and ground-breaking product.

Supported exclusively by our supplier, Koridion – which is widely used in Formula One – has been cultivated into a rowing-specific mould and designed by our engineers using advanced CAD software. In compliance with World Rowing legislation, we have redesignated all the weight saved by using this material in reinforcing the hull.

This process makes our monolithic boats externally stiff but lighter in feel than previous editions. We believe we have created a product that applies previously unheralded design principles without losing any of that signature Filippi feel. As you step out, unshackled and untethered with just the sound of water slipping beneath the white and blue trim of our shell for company, you will hopefully discover the same energy and fluidity that our Italian boatyard have been working tirelessly to bottle over the past year.

A completely redesigned hull will allow rowers across the world to channel their physical explosivity with a lower dispersion of energy during the stroke. In a racing format that demands so much, energy capture and accurate placement is critical and forms one of the cornerstones of the 'Performance' evolution. Maximum stiffness and immediate reactivity are paired with balance and stability to create a platform for pure and unadulterated sporting expression.

With mere months left until the 2024 Paris Olympic Games begin, our athletes will have plenty of time to acclimatise to their new boats, ensuring that as they step forward to take on the rest of the world, they've formed that unbreakable bond with a new generation of Filippi.

See below for all of the new 'Performance' features:

- New Aliante carbon rigger shape
- New monobody sliding carbon seat fitted with latex pad
- Carbon/aluminium convex rail
- New monobody carbon footstretcher and plate
- Reinforced hull
- New steering system (standard in all Filippi boats)
- New Filippi Logo (stripes) - standard in all Filippi boats
- Aerodynamic carbon flap over the oarlock