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FALSTERBO HORSE SHOW ENTERS A NEW ERA

From July 10 to 13, the Falsterbo Horse Show will write a new chapter in its storied history as it becomes the first Scandinavian event to join the prestigious **Rolex Series**. With its seaside setting, century-old tradition, and passionate audience, Falsterbo is set to deliver an unforgettable celebration of elite sport and summer atmosphere — now elevated by the presence of one of show jumping's most prestigious labels. This year, the event will welcome 64 riders and 153 horses from around the world — all chasing the coveted Rolex Grand Prix presented by Agria. All horses have successfully passed the veterinary inspection and are ready to compete. Falsterbo now stands shoulder to shoulder with the likes of Wellington, Rome, La Baule, Dinard, Dublin, and Brussels — a true milestone for Swedish equestrian sport.

THE WORLD'S BEST RIDERS HEAD TO FALSTERBO

The 2025 edition of Falsterbo Horse Show will host **one of the strongest fields in the event's history**, with no fewer than **five of the world's top ten riders** set to compete. Among them:

- **Kent Farrington** (USA), current **World No. 1**, and champion of the Rolex Grand Prix Ville de La Baule 2024.
- **Henrik von Eckermann** (SWE), **World No. 3**, reigning World Champion, Olympic team gold medalist, and a home favourite returning with one clear goal — to win on Swedish soil.
- **McLain Ward** (USA), **World No. 5**, Olympic team gold medalist and winner of multiple Rolex Grand Prix titles, including Wellington and La Baule. He won team gold at the Athens 2004 and Beijing 2008 Olympic Games, and team silver at Tokyo 2020 and Paris 2024
- **Steve Guerdat** (SUI), **World No. 6**, Olympic individual gold medalist at London 2012. In 2024, he took the individual silver medal at the Paris Olympics, further cementing his place among the sport's greats.
- **Cian O'Connor** (IRL), **World No. 10**, London 2012 Olympic individual silver medalist.

They will be joined by a powerful international line-up, including:

- **Max Kühner** (AUT), a consistent performer at the top level and Rolex Grand Prix contender.
- **Karl Cook** (USA), winner of the Rolex Grand Prix of Rome 2024 and Olympic team silver medalist in Paris.
- **Abdel Said** (BEL), known for his sharpness and bold riding style across the Rolex Series events.
- **Sandra Auffarth** (GER), last year's Falsterbo Grand Prix winner, ready to defend her crown.
- And Swedish icons **Peder Fredricson**, **Main Baryard-Johnsson**, and **Rolf-Göran Bengtsson**, adding even more excitement for the home crowd.

While competitions have been underway since July 5, the CSIO5* officially begins tomorrow at 09:00 with the Warm-Up class (1.50m) — the first opportunity for five-star riders and horses to get acquainted with the arena ahead of this week's major competitions.

MASTER LIST

START & RESULTS LISTS

THE ROAD TO THE ROLEX GRAND PRIX

This year's course for the **Rolex Grand Prix presented by Agria** will be masterfully designed by **Frank Rothenberger** (GER), with support from **Fredrik Malm** (SWE) and **Philipp Schwender** (GER). A signature challenge awaits — technical, elegant, and demanding.

To reach the Grand Prix, riders must qualify through a series of high-stakes competitions:

- **Thursday, July 10 at 13:00** — First qualifier: CSIO5*, 1.50m (presented by Trikem)
- **Friday, July 11 at 14:00** — **Agria Falsterbo Nations Cup**: a fierce team showdown
- **Saturday, July 12 at 09:00** — Final qualifier: CSIO5*, 1.50m

Then, on **Sunday, July 13 at 14:00**, the week will culminate with the **Rolex Grand Prix presented by Agria** (CSIO5*, 1.60m), featuring **50 of the world's leading riders** in what promises to be a spectacular climax to this historic week.

LEARN MORE



FULL EVENT SCHEDULE



SANDRA AUFFARTH RETURNS TO FALSTERBO : “THE BEST WINS ARE THE ONES YOU DON'T EXPECT”

One year after her sensational victory in the Grand Prix presented by Agria in 2024, Sandra Auffarth is back in Falsterbo. With her trusted partner Quirici, the German rider returns to defend her title in what promises to be one of the most competitive editions yet. Far from feeling pressure, she's coming back with confidence, fond memories... and fresh motivation.

"I'm very proud to return as the defending champion. I really love Falsterbo — being close to the sea, the big grass arena... and I have the feeling that Quirici H loves it just as much as I do," she smiles.

Her season was carefully planned around the summer goals: "We competed in some strong outdoor shows this year — as La Baule — all on big grass arenas, which I think is great preparation," she explains. And she feels ready. Very ready.

Because the magic of Falsterbo has worked before. In 2024, Sandra surprised many by winning the Grand Prix. "I remember every moment of that day, from the beginning until the very end. It was my biggest show jumping victory so far, and I'm really proud of it," she recalls. "What made it even more special is that I didn't expect it. I went into the Grand Prix just hoping to gain some experience... and then suddenly, I won."

That unexpected thrill made the moment even sweeter. "My horse was in great shape, we had a good rhythm, two clear rounds — everything came together. Sometimes the best days are the ones where you don't plan on winning, and then it just happens."

She also vividly remembers the atmosphere: "The crowd was amazing. The prize giving was so much fun, and afterward, I had a glass of champagne with my groom and some Swedish people. That day will stay with me forever."

What sets Falsterbo apart for Sandra isn't just the sport, but the spirit of the event. "It's a very traditional show, with so many real horse people in the audience. The crowd cheers for every nation — of course the loudest for the Swedes — but they recognize and appreciate good riding. That's a special feeling for a rider."

Does she feel added pressure coming back as the rider to beat? "Honestly, no. I've been in the sport for many years. I know you can't win every time. But I am motivated — I know it's possible, and I'll fight for it again. My horse feels great, and I'm ready."

This edition of Falsterbo is also extra special as it joins the Rolex Series for the first time. "There are so many people who love horses around the world, and it's so important to have events like this to show the beauty of our sport, the partnership between horse and rider, and the level of excellence we all aim for."

And her goal for this year's Rolex Grand Prix? "To defend my title, of course. But most of all, to have a great week, happy horses, and good rounds in Falsterbo."

LEARN MORE

WATCH THE ROLEX GRAND PRIX PRESENTED BY AGRIA LIVE AND FREE ON OUR WEBSITE

MEDIA INFORMATION

A press conference will take place immediately after the Rolex Grand Prix presented by Agria.

For any additional information, requests, interviews or questions, please do not hesitate to contact us press@rolexseries-equestrian.com or the Falsterbo Horse Show press office press@falsterbohorseshow.com.

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ROLEX SERIES EVENTS

- Wellington International - Rolex Finale Week, March 25-30, 2025
- CSIO Roma Piazza di Siena, May 21-25, 2025
- Jumping International de La Baule - Officiel de France, June 5-8, 2025
- Falsterbo Horse Show, July 10-13, 2025
- Jumping International de Dinard, July 24-27, 2025
- RDS Dublin Horse Show, August 6-10, 2025
- Brussels Stephex Masters, August 27-31, 2025



FIND THE ROLEX SERIES ON SOCIAL NETWORKS



ABOUT THE ROLEX SERIES

The Rolex Series brings together seven of the world's most respected equestrian competitions, each supported by Rolex. These seven historic events are now united under the banner of the Rolex Series and all share several distinctive qualities, with each globally recognized event offering some of the finest infrastructures and facilities, centuries-old traditions, the highest level of competition, and have been won by the greatest riders in the history of the sport.

Each of the Rolex Series competitions reflects Rolex's unwavering commitment to excellence, all having a deeply rooted history in equestrianism, capturing the tradition of the sport while embracing innovation with a continuous drive for improvement.

The introduction of the Rolex Series reflects the brand's ongoing support for equestrianism and its mission to unite and inspire. By being part of the group of competitions that make up the Rolex Series, each event will be distinguished as one of the best competitions in the world while also maintaining their unique and historic identities.

BBY Agency by Consulting IBM SRL for Rolex Series

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