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**News from Renishaw**

*April, 2017 – for immediate release Further information: Chris Pockett, +44 1453 524133*

**Renishaw sets sights high for world record attempt**

[Renishaw](http://www.renishaw.com/en/1030.aspx)’s hot air balloon, G-RENI, has participated in a successful world record attempt for the largest number of hot air balloons to cross the English Channel. On April 7th, 2017, 82 balloons launched from Lydden Hill Race Circuit before heading to the White Cliffs of Dover and crossing the English Channel, finally landing in Calais, France. This attempt breaks the previous record of 49 balloons, set exactly six years before.

The record attempt was organised by aerial marketing specialist, [Exclusive Ballooning](http://www.exclusiveballooning.co.uk/), and sponsored by recruitment processing outsourcing specialists [Datum RPO](https://www.datumrpo.com/). Led by Datum RPO’s bespoke balloon, which was piloted by company director James Strickland, the balloons travelled over the world’s busiest shipping lane, spanning 35km of water. Pilots from ten different countries participated in the event, which had been postponed previously due to unfit weather conditions. The tracks and images from the day will now be submitted to Guinness for official ratification.

Renishaw has been working with Exclusive Ballooning since 2012, and its balloon is a well-known sight in the Gloucestershire skies and at the annual Bristol International Balloon Fiesta. G-RENI is unique in that it flies with a bespoke adapted basket, which can accommodate wheelchair passengers and was also the only balloon in the attempt with its own twitter account, @GRENI\_BALLOON.

"Thank you to all the pilots and crews who travelled so far to make this truly an international and unforgettable flight,” explained Andrew Holly, Director of Exclusive Ballooning. “The 2011 flight was my favourite of all time and we were thrilled to be able to give so many pilots from all over Europe the opportunity to have the same experience. It was a fantastic day and I think this flight is now top of my list!"

“Congratulations to everyone that was involved in the event,” said Chris Pockett, Head of Communications at Renishaw. “This flight beat the previous record by a significant margin and we were proud to be part of it. G-RENI has become a popular sight in the South West region, has flown above London as part of the Lord Mayor’s Hot Air Balloon Regatta and has now been seen overseas too.”

This is not the first participation in the Guinness World Records for Renishaw, which was featured in 2015 for manufacturing the world’s first 3D printed titanium alloy bike frame. Renishaw is also contributing engineering expertise to the Bloodhound SSC project, which aims to break the world land speed record.

For more information on Renishaw visit <http://www.renishaw.com>

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**About Renishaw**

Renishaw is one of the world's leading engineering and scientific technology companies, with expertise in precision measurement and healthcare. The company supplies products and services used in applications as diverse as jet engine and wind turbine manufacture, through to dentistry and brain surgery. It is also a world leader in the field of additive manufacturing (also referred to as 3D printing), where it is the only UK business that designs and makes industrial machines which ‘print' parts from metal powder.

The Renishaw Group currently has more than 70 offices in 35 countries, with over 4,000 employees, of which 2,800 people are employed within the UK. The majority of the company's R&D and manufacturing is carried out in the UK and for the year ended June 2016 Renishaw achieved sales of £436.6 million of which 95% was due to exports. The company's largest markets are China, USA, Germany and Japan.

The Company’s success has been recognised with numerous international awards, including eighteen Queen’s Awards recognising achievements in technology, export and innovation.

**About Exclusive Ballooning**

Exclusive Ballooning, established in 1999, is the leading aerial marketing specialist in the World and operate around fifty hot air balloons for clients over every continent. We are the organisers of the annual Lord Mayor's Hot Air Balloon Regatta which sees fifty hot air balloons fly over the City of London and have over 50,000 followers on social media.

Exclusive Ballooning have taken hot air balloons to locations such as over and under Tower Bridge, Brooklyn Bridge, New York, The Colosseum, Rome, Buckingham Palace, Disneyland, Paris, Bryant Park, New York, Emirates Palace, Abu Dhabi and many more. Earlier this year chief pilot Andrew Holly achieved a ratified Guinness World Record for the fastest (and first person ever) to fly a balloon in all 50 US states in just 43 days, 3 hours, 11 minutes.

For all media enquiries, please contact Louise Moore, Operations Manager at Exclusive Ballooning on louise@exclusiveballooning.co.uk or on 01453 511280

For further information, please visit [www.balloon.tv](http://www.balloon.tv)

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