

AZIMUT | BENETTI GROUP

*“Building the most beautiful, reliable, technological, and innovative yachts.
And providing assistance anywhere, and at any time. That is our mission.”
Paolo Vitelli*

Azimut|Benetti Group is the world’s leading builder of motor yachts. Established in 1969 by Paolo Vitelli, still the main shareholder, the Group is present in 70 countries and has a network of 138 sales and assistance offices, bringing together successful brands Azimut Yachts and Benetti, each of which serves a different market segment.

Continuing to nurture the corporate culture established by Paolo Vitelli at the time of the company’s foundation, the Group still bases its strategic decisions on a set of fundamental values: ongoing research and product/process innovation, a broad-based presence across all markets, and respect for the inbred ‘Italianess’ of its products, fully aware that their being ‘Made in Italy’ represents a fundamental added value and is one of the reasons why Azimut|Benetti products are unique, inimitable and so highly appreciated the world over.

The Group’s strategy, since the beginning, has always been to be highly international, which led the company to become the true Ambassador of the Italian yachting business all over the world. Particularly, in Asia, in the late Eighties, Azimut Yachts was presenting its models in a market that was just starting to develop, but that certainly was sensitive to the best Made in Italy design.

In addition to the sales network, Azimut|Benetti Group created a strong assistance network as well, in order to guarantee his customers a top service everywhere in the world.

Today, Azimut Yachts and Benetti represent the most well-known brands of the Italian yachting business in the world, and their leadership is guaranteed by the continuous innovation of their models and services.

The Group offers a huge range of motor yachts, with more than 45 models in production, from the smallest Sport Cruiser in the Azimut Atlantis Collection at 34 feet to Benetti’s 100 meter superyachts. Each model addresses a specific segment in the market.

Azimut Yachts is the Azimut|Benetti Group brand that specialises in the production of various types of yacht, from 34 to 120 feet in length. The range is split into five collections: Atlantis, Flybridge, S, Magellano and Grande:

- **Azimut ATLANTIS Collection** - Sport open yachts from 34 to 58 feet.
The Sport Cruisers in the Atlantis Collection are a combination of pure sporting spirit and exquisitely Italian creativity. Performance and design make these models touchstones for those in search of authentic emotions of the highest quality.
- **Azimut FLYBRIDGE Collection** - Flybridge motor yachts from 42 to 100 feet.
Azimut has been the leading brand on world yacht markets for decades now. So much so that when the talk turns to flybridges, it comes naturally to think of Azimut, of the agile but powerful muscularity of the hulls, of the big windows with unmistakable contours that flood below deck spaces with light, of

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fine materials, and of inventive living solutions that turn every cabin into a suite. The details are what make the comfort offered to the owner and their guests absolute. The broad range includes 13 different models from 40 to 100 feet in length.

- **Azimut S Collection** - Sporty, fast and elegant yachts up to 77 feet.
The sporting pedigree is clear in the agile lines of this collection, which combines elegance and comfort with innovative technology at the service of safety and the pleasure of life on board. The models in this collection celebrate the open-air life with the help of interiors featuring remarkable levels of livability and opening hard tops. The use of carbon fibre translates into excellent performance, without compromising on the need for plenty of space.
- **Azimut MAGELLANO Collection** - Fast semi displacement yachts, ideal for long cruises, from 43 to 76 feet. The models in this collection are for owners who love long voyages and cruising at sea. These semi displacement yachts with Dual Mode hulls have interiors designed around the concepts of comfort for long periods spent on board, respect for the environment, and long range. Unique in the yachting world, the yachts in the Magellano Collection can act as either displacement or planing hulls in all sea conditions.
- **GRANDE Collection** - Planing yachts from 95 to 120 feet, with the very highest standards of comfort and extensive customisation potential. For owners who want a boat tailored to their desires. A team of technical and production experts works side-by-side with the owner to define every aspect of their yacht and walk them through the construction process.

Benetti, a storied brand established in 1873, is the Group shipyard that produces semi-custom superyachts from 93 to 145 feet (Class Range - Displacement and Fast Displacement), full-custom steel and/or aluminium yachts from 45 meters to over 100 meters. Besides the two lines there is also the new Benetti Now, the project for superyacht custom from 164 to 240 feet.

- **Benetti CLASS - Displacement**
130 yachts have been built in the last 10 years following the first Benetti Classic model. Thanks to this successful experience, six new models have been developed by famous architects – Righini, Zuretti, Galeazzi – and by Benetti’s own team of in-house Engineers, Architects and Designers, whose skills were able to unite each product with the harmonious symphony of the range. Class Displacement range is currently composed by: Delfino 93’, Tradition Supreme 108’, Classic 121’, Classic Supreme 132’, Crystal 140’, Vision 145’ and Mediterraneo 116’.
- **Benetti CLASS – Fast Displacement**
This line of composite yachts built by Benetti in the Viareggio boatyard already includes two models: Veloce 140’, introduced 2013, and the new Vivace 125’, which made its debut on 2015. With this new line, the boatyard intends to tap into a strong and as yet relatively unexplored market in semi-custom super yachts with a sporty spirit. These are vessels characterised by their versatility, speed (when called for), but which are also extremely comfortable in displacement mode and highly efficient at any

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speed. Their dynamism perfectly unites with the sheer pleasure of on board living, and the construction quality and maximum customisation which Benetti is known for.

- **Benetti CUSTOM**

Megayachts over 47 meters (155') made of aluminum and steel designed made to measure for the most demanding clients throughout the world. Deep knowledge and experience in stylistic research and project planning are at the service of the Clients allowing them to have a megayacht that fully meets their needs. The most reputed international yacht designer has been working on external lines and interior design for over 163 yachts since 1985.

- **Benetti NOW - Benetti NOW FAST**

Created by the shipyard in collaboration with architect Stefano Natucci and British Design Studio Redman Whiteley Dixon and launched at the Monaco Yacht Show 2016, Benetti Now has been developed to meet the owners demands for custom big yachts and reduced wait times. The new project includes 4 models, ranging from 164' to 240': B164 (50 meters), B192 (58.6 meters), B214 (65 meters) and B240 (73 meters). At the Yachts Miami Beach 2017 Benetti presented the new Benetti Now Fast concept that will enhance the Benetti Now project. Designed to guarantee the comfort found in the displacement category, alongside superior performance and speed, the Benetti Now Fast projects – created by a team of internationally renowned engineers and designers such as Omega Architects, Mulder Design and Team 4 Design – Enrico Gobbi – develop in three different models: BF164' (50 meters), BF184' (56 meters) and BF224' (68 meters).

Other companies in the group are Yachtique, the exclusive service division for owners, Fraser Yachts and Lusben, both leaders in their own fields of megayacht brokerage and sales in the first case and refitting in the second.

Azimut|Benetti has forged multiple ongoing and/or exclusive collaborations with the finest architects and designers working in both the marine and home segments, with a view to ensuring that the Group's Italian design flair is expressed to its full potential. In addition to consolidated collaborations with designers of the calibre of Stefano Righini for the exteriors, an exclusive agreement was recently signed with Achille Salvagni to design the interiors of Fly Collection models over 50 feet in length and the Benetti Class range. Included by AD Collector in its list of the world's top 100 designers, he is the creator of a highly distinctive style that some critics have already defined as the new Italian Renaissance.

Investment programme and technological innovation

The product is the focus of the Group's corporate culture, while innovative technology, sustained by ongoing investment in research and development, is one of the levers pulled by Azimut|Benetti to maintain a firm grip on its leadership. Most of the profits generated over the last 10 years have been used to finance investments in the company worth an overall €500m. Over the coming three years, the company plans to invest about €100m

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in R&D, product development and the implementation of production processes, up 15% on the previous three-year period.

Azimut|Benetti boasts its own Research & Development centre, where over 20 engineers work exclusively on product and construction process innovation projects. Since 2008, many different projects have been undertaken with national and community government entities. The 3 projects currently underway are addressed to reducing structural weight, increasing hydrodynamic efficiency, reducing vibrations and the development of new antifouling coatings that limit environmental impact and hull friction. The know-how gained by the R&D centre is subsequently applied to series models.

Carbon fibre is already used extensively in series produced yachts today, where it is applied to entire superstructures to provide more space on board while maintaining the yacht's dynamic stability.

The R&D programmes are joined by important and exclusive technical partnerships, the most recent being between **Benetti** and **Rolls Royce** to design the innovative carbon fibre propulsion system **Azipull Carbon 65** (AZP C65), where the use of carbon fibre materials significantly reduces the weight and the special transmission substantially reduces noise at cruising speed, without affecting high propulsion efficiency, excellent manoeuvrability and easy maintenance.

The protection of our environmental heritage is also promoted by adopting production management systems designed to reduce atmospheric emissions and certified in compliance with ISO 14.001 since 2007. As a result of this and ISO 9.001 (quality) and BS OHSAS 18.0001 (worker Health & Safety) certification, the Group represents a paradigm of excellence in its sector of operation.

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Further information on the Group, the models and high-res images are available for download here: www.sculatiandpartners.com/pressroom

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