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Company Profile

Mission

To build the most beautiful, reliable, innovative yachts and provide assistance to their owners anywhere in the world.

The international supremacy

Azimut-Benetti SpA is the largest builder of pleasure motor boats worldwide.

The Group, to which the prestigious Azimut Yachts and Benetti brands belong, offers the widest range of motor yachts, entailing more than 40 models whose length spans between the smaller Atlantis Collection sport cruiser’s 34 feet and Benetti’s 100 meter.

Each brand addresses its own yachting market segment.

In detail:

Planing yachts from 10 to 37 metres

Semi displacement and displacement megayacht up to 100 metres
The Azimut-Benzetti Group operates and produces in its 6 shipyards displaced in the following areas:

**Avigliana (Turin) - North Italy**
Company head office for management and organisation. Here, the focus is on the production of fibreglass yachts up to 72 feet.

Shipyard: 120,000 sqm (of which 50,000 sqm are covered)

**Savona - Italy**
Service and delivery centre

**Viareggio, Livorno, Fano (Pesaro) - Italy**
Production of Benetti megayachts from 24 to 100 metres in steel, aluminium, and fibreglass and production of Azimut yachts from 75 to 100 feet.

Three shipyards: 340,000 sqm (of which 75,000 sqm are covered). The shipyard in Viareggio has a 500 sqm aerial platform for helicopters.
A five-star network

Itajai (Brazil)
Production of yachts up to 100 feet for the Azimut Yachts brand. Shipyard: 16,000 sqm.

With 70 dealers having 138 offices in 68 countries, Azimut Benetti boasts the world’s most comprehensive and extensive sales network in the nautical sector.

This is a particularly strategic strength enabling the Company to command all the reference markets in a widespread, timely manner. The Group’s distribution network stands out for the high profile and size of the agencies, which are backed by structures organised as large companies, the turnovers of which often exceed 20 million Euros.

The Azimut Benetti Group can also count on Fraser Yachts Worldwide, a leading international company supplying services to yacht owner and part of the Group.

The Group has representative offices in Shanghai, Hong Kong, Fort Lauderdale (USA), Itajai (Brazil) and Dubai.
To meet the demands of changed market conditions, the Azimut Benetti Group has developed new organisational solutions inspired by a business model that puts the client and his needs at centre stage.

The organisation calls for activities to be divided into three main lines of business:

- Yachts (boats up to 30 metres)
- Megayachts (boats over 24 metres)
- Yachtique (strategic services for yachts)
- Lusben (Refit & Repair)

Production of planing yachts from 10 to 37 metres

Production of semi displacement and displacement megayacht up to 100 metres

Refit & Repair (Lusben)

Brokerage & Charter (Fraser Yachts)

Yacht Management

Financial Services

Marinas
Performance, sportiness, luxury and tradition are the characteristics that best define the Group’s prestigious fleet, which is divided into two brands: Azimut Yachts and Benetti. For each brand, a wide, comprehensive range of models is available.

Overall, the fleet has no less than 45 models in production and a further 32 will be launched in the next three years. Certainly the broadest and most comprehensive in the world.

In order to better meet the requests of a more and more specialized and advanced market, the Azimut Yachts brand has organized its production in 5 different Collections:

**ATLANTIS COLLECTION**
Clever yachting Italian Style. Sporty open boats from 34’ to 60’.
The sportcruiser of the Atlantis Collection are pure sportiness and exquisite Italian creativity. Performance and design interpreted by top international designers mark out these jewels dedicated to those looking for authentic emotions and quality.
FLYBRIDGE COLLECTION
Azimut has been the leading Italian brand of the world boating sector for decades, so much so that when one thinks of a flybridge the first name that comes to mind is Azimut. The agile and powerful muscles of the hull, the large windows with their unmistakable lines flooding cascades of light to below deck, the valuable materials, the living solutions that make every cabin a suite, and the finish details provide absolute comfort for the owner and his guests. It is the broadest range in the world, with 13 different models from 40 to 100 feet in length.

S COLLECTION
Sportiness is immediately noted in the agile lines of this Italian collection that combines elegance and comfort with technological innovations that make life on board safe and delightful. Models that enhance outdoor life in an outstanding habitability of their interiors with openable hard tops. The larger models have an upper deck (sport-fly) that is perfectly harmonious with the sinuous and aerodynamic lines.
MAGELLANO COLLECTION
The Magellano collection models are designed for owners who focus on the pleasure of travelling and sailing. Semi-displaced boats with Dual Mode hull inspired by the concepts of comfort for lengthy stays on board, utmost respect for the environment and a long range. Unique on the yachting scene, the Magellano Collection yachts can be piloted according to requirements for displacing or planing operation. The collection offers boats ranging from 43 to 76 feet, all of them ideal for sailing in any sea condition.

In particular, the Magellano 50 is the first yacht of this size in the world to have obtained the prestigious RINA Green Plus Certification, in addition to other awards such as: European Powerboat of the Year 2011, the Best Innovative Design (World Yacht Trophy 2011), the access for the selections of the Compasso D’Oro (Boat with Low Environmental Impact – Nautical Design Award), the UIM Environmental Awards 2011 by Unione Internazionale Motonautica.

The Azimut Magellano 43 was awarded with the AIM Editors’ Choice Awards 2013 as ‘Best Passagemaker’, the Asia Boating Award 2014 as ‘Best Production Motoryacht’ and she was included in the ADI Design Index 2013.
GRANDE COLLECTION
This Collection offers planing yachts up to 120 feet in length with extremely high standards of service dedicated to owners who wish to build a boat to match the size of their dreams. A team of technical and production experts work side by side with the owner to define every aspect of his yacht and accompany him throughout the construction and after-sales processes.
Historical shipyard founded in 1873, has being acquired by the Group in 1985. In its long history, Benetti has developed more than any other competitor in its market segment, producing more than 300 yachts and specializing in the production of composite lines, Benetti Class, from 93’ to 145’, and steel and aluminium megayachts from 45 meters, totally customed.

Wellknown International designers such as Jon Bannenberg, Dikie Bannenberg, Terence Disdale, Andrew Winch, John Munford, Redman Whiteley & Dixon, Argent Design, Lazzarini & Pickering, Cor D. Rover, Luiz De Basto, Evan K Marshall, Nauta Design, and Design Studio Spadolini, offered their collaboration to the brand.

**BENETTI CLASS RANGE**
Benetti Class Range is the Benetti semi-custom range in composite material with two product lines from 93’ to 145’, **Benetti Class Range Displacement** and **Benetti Class Range Fast Displacement**. Over 100 yachts have been built in the last 10 years following the first Benetti Classic model. With this background of experience, eight new models have been developed by Stefano Righini whose skilled hands were able to unite the uniqueness of each model with the harmonious symphony of the range: the Benetti style, icon of incomparable elegance.

Italian style together with historical tradition and cutting edge technology find the maximum expression onboard every Benetti Class model. The models enclosed in the Benetti Class Range Displacement line are: Delfino 93’, Tradition 105’, Classic 121’, Classic Supreme 132’, Crystal 140’, Vision 145’. The models enclosed in the Benetti Class Range Fast Displacement line are: F-125’ and F-140’.

The historical designers who worked on this lines are Stefano Righini for the externals and François Zuretti for the interiors while Redman Whiteley Dixon studio is the author of the Fast Displacement line interiors.
BENETTI CUSTOM
A totally “tailor made” line, dedicated to the most demanding shipowners requesting mega yachts from 45, made in aluminium and steel, completely customized. Excellence 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.

In 2012 Benetti introduced the visionary “Design Innovation” project. The most renowned international architects and designers developed almost 30 new projects in the 50 to 90+ meter range, offering new interpretations for the future design of Benetti megayachts.
YACHTIQUE
Around every Azimut and Benetti yacht there is not just the sea but also a host of services planned and implemented to relieve the owner of any worries. These are handled by the Yachtiqute – Elite Yachting Services business line, offering innovative solutions for every new requirement an owner may have.
In detail Yachtiqute divides its services as follows:

YACHTIQUE FINANCIAL SERVICES
Integrated, personalised packages for financing and insuring yachts thanks to favourable agreements with market leaders in the financial and insurance sector.

YACHTIQUE CONCIERGE CLUB E YACHTIQUE CARD
Unique in the nautical world, the Club is reserved for Azimut Benetti owners; they can make use of a five-star assistance service available 24 hours a day, 365 days a year. The service includes all that one could wish to sail with serenity: from restaurant reservations, car hire and private chefs to the purchase and delivery of foodstuffs, and from information in real time about any aspect of sailing to a wide range of significant discounts in prices for items pertinent to nautical services, such as the purchase of fuel, insurance policies and winter storage, maintenance of engines or provision of tenders.

YACHTIQUE STYLING LOUNGE
The Yachtiqute Styling Lounge is a unique venue in the world, where the owners, with the support of highly qualified personnel, can plan and select every detail of the interior and exterior design of their own yacht choosing, among the most prestigious brands in the world, precious fabrics, accessories, furniture and customize the tenders.
A high-tech projection system allows customers to view 3D renderings of the interior and exterior of their yachts, offering the possibility to change the type of wood, marble, colors and lighting in real time.

YACHTIQUE MARINAS
Yachtiqute designs, builds and operates marinas, planned to offer yacht owners a vast range of services and assistance that goes well beyond the notion of a simple berth.
REFITTING SERVICES
The Azimut Benetti Group offers owners cutting-edge technical assistance centres, with technologically advanced structures, technical know-how and specialised staff. All this is offered by the historic LUSBEN firm, a company that has been a leader in this sector for over 50 years.

At the Lusben centres of Viareggio, Varazze, Savona, Fano and Livorno, yacht owners can find the assistance they need to carry out all types of maintenance, going from planned servicing to refitting, from the modification of their boat to complete restructuring.

At the Lusben yards in Viareggio, we have one of the largest travel-lifts in Europe, able to lift out and launch boats displacing up to 600 tons. The Lusben yard at Livorno has the largest service centre for megayachts in Europe: the port structures include a 2,500 ton ship-lift and a floating dock making it possible to haul out and launch yachts up to 180 metres. In practice, that means, any yacht in the world already built or under construction.

CHARTERING & BROKERAGE
For 65 years, FRASER YACHTS has been offering exclusive services to owners of superyachts. With 10 offices dotted around the world (including for example London, Monte Carlo, Mexico City and Fort Lauderdale), it boasts a large team of experts always ready to offer consultancy, support and assistance to owners regarding every aspect of owning and operating a luxury vessel. Whatever the service required, the team handles every request with the maximum professionalism and discretion. Sailing aboard a yacht should always be a pleasant experience. Fraser Yachts ensures it always is.
Company’s history:
from its foundation until today

The Beginning
Azimut-Benetti’s history dates back to 1969, when enterprising young college student Paolo Vitelli founded Azimut Srl, a sailing boat chartering company. He thereby started turning his own passion for the sea into an important business.

In 1970 some prestigious yachting brands such as Amerglass, Westerly, British Powles and Draco appointed the brand new company in order to distribute their own boats in Italy.

The ‘80
Later on, Azimut Srl decided to design its own boats and to put them on the market, but left the construction process to others. Between 1975 and 1980 the company designed its first handmade models in fiberglass and introduced them on to the Italian market directly. In those years the company conquered a prestigious central position in this sector and quickly became one of Italy’s foremost companies specialized in the import and distribution of “pleasure boats”. In 1983 the 105’ Failaka, the biggest mass-produced yacht in fiberglass, was launched in Viareggio.

The acquisition of Benetti
In 1985, with the acquisition of the historical Benetti Brothers shipyard in Viareggio (which had been founded in 1873 by the same family), Azimut inherited the great technical experience and the approach to planning and development that had always defined this company. An intense building activity followed, that will lead the Benetti division to launch about 130 yachts between 30 and 100 meter long over almost 25 years.

The Atlantic crossing
In 1988 the newly founded group realized the “Azimut Atlantic Challenger” to face the challenge of the Atlantic crossing with passengers on board without refueling. The planning and production of this yacht confirmed the group’s excellence and fortified the “genetic material” of its skills. Achieving the coveted Blue Ribbon garnered the Group great international media attention.

The Certifications
The following years show clear confirmation of technical and technological expertise, a period during which research, advanced design and experimenting with innovative materials were undertaken by the Company’s best and brightest, accompanied by Company growth. The quality of its work was ultimately recognised with the awarding of ISO 9001 certification in 1996 (one of the first for shipyards) by the Registro Italiano Navale.

And yet for Azimut Benetti Group respecting the environment starts from the production plants. The company was in fact the first among the megayachts producers to obtain the ISO 14001 certification thanks to implementation of a system of environmental management designed to limit air pollution, energy consumption, and the use of chemical products.
In October 2011 Azimut-Benetti S.p.A. received the Occupational Health and Safety Management System certification (BS OHSAS 18001:2007). The certification was awarded by RINA S.p.A, an international organisation and member of CISQ Federation. Azimut-Benetti, the only company in its sector in Italy and worldwide to earn this certification, makes a real milestone in promoting safety and responsibility.

In 1999 the group’s investment policy led to the acquisition of the Moschino dockyards in Fano (thanks to which Azimut reached an unchallenged position in the production of fiberglass hulls for yachts and mega yachts over 24 meter long), and moreover to the opening of a service and delivery center in Savona, to the refurbishment of the Benetti shipyards in Viareggio and the building of a new industrial plant in Avigliana near Turin. This plant, which covered an area of 120,000 sqm, had been planned in order to host the most advanced technologies and equipment to build yachts up to 72 feet long and ensure the most effective quality control in every production phase. Today the factory boasts a total covered surface of 50,000 sqm and is capable of producing about 350 yachts between 30 and 72 feet long each year.

In 2000 the group strengthened its presence in Viareggio with the acquisition and refurbishment of the Lusben area in the middle of the port, which it devoted partly to building yachts between 24 and 35 meter long and partly to a service centre for repairs and maintenance with a private marina of about 40 moorings.

In 2001 the group acquired the Gobbi shipyard, which now produces open engine yachts between 10 and 18 meter long under the new Atlantis Collection.

In 2003 it was the turn of the Orlando Brothers shipyard in Livorno, which was acquired as a strategic investment for the development of Benetti’s megayachts in steel and aluminium, but also as an investment which will revalue Livorno’s Porta a Mare.

In autumn 2004 the group, which had become Azimut-Benetti SpA in 2003, also gained control of Fraser Yachts with a 83% share, together with V.Ship Leisure which holds a 17%, and started developing sophisticated and innovative services in order to simplify the ownership and use of mega yachts.

In 2007 the Italian industry organisation Confindustria awarded the Group the title of Growth Champion and Best Performer, given to the Italian company that recorded the highest average growth rates during the five-year period 2001-2006, in terms of both quality and quantity. The Group placed first among 497 companies having annual revenues of EUR 100 million to EUR 1 billion.
In May 2009, an important agreement was signed with CGMER, CGI Finance, a branch of the Société Générale Group specialising in financing for the sailing industry, in order to create a broad range of exclusive solutions for Group owners.

In August 2010, the Group opened a new shipyard in Itajai, Brazil, in the state of Santa Catarina, for the production of Azimut brand yachts. An important shipbuilding hub is to be developed around the shipyard. The Itajai shipyard produces an attractive range of six models.

The company has gained the first place for the fifteenth time in the Global Order Book - the yearly ranking of leading international boat manufacturers compiled by the prestigious US magazine ShowBoats International.

The investments by the Group, were aimed not only at yacht production but also at building modern ports in Italy. This was accomplished by refurbishing the dockyards acquired by the Group and by building residential homes around those ports, which have turned out to be very important for local tourism and real estate.

The Group’s approach wants to integrate the port with its surroundings, so that customers can also enjoy completely equipped tourism, leisure and residential centers near the moorings.

The Marinas of the Group occupy a surface of 532,000 sqm, between land and water and include:

- Viareggio (Italy), year-end 2005 (40 berths)
- Varazze (Italy), year-end 2006 (800 berths)
- Moscow (Russia), year-end 2007 (190 berths)
- Livorno (Italy), under construction (700 berths)
The success of Azimut Benetti is the result of a sound management strategy focused squarely on the core business.

In over 45 years of activity, Azimut Benetti has always been a private company. This choice has been fundamental, both for the company’s development, and for the building of a trusting relationship between yacht owners and the Group.

Being autonomous in the business decisions means having to report only to a single shareholder having a strong long-term vision and, thus, be able to provide all the resources needed for the company’s organic growth, which is vital for ensuring solid foundations and success.

Depending always and only on one’s own resources is a demanding choice, but, so far, proven to be the right one, as shown by the company’s results over the years. In the past 15 years, the average annual rate of growth of production value has been 15%, despite the international turbulence in the world’s financial markets. The company also enjoys a positive net financial position with no debt and can count on large private assets of 300 Million Euros to guarantee that it can continue to plan its future with confidence and optimism. Moreover the major part of the revenues that the Group has obtained in the past 10 years, have been invested in the company for a total mount of 500 Million Euros.

That is why, according to an independent study made in 2009 by SINAPTICA, of sixteen leading Italian and foreign players in the sector found, Azimut-Benetti yachts keep their value longer than any other.

Since several years the Azimut-Benetti Group co-operates with some prestigious Italian Universities such as Sant’ Anna (Pisa), University of Genoa and Turin Politecnico, and scientific centers in Italy and abroad (Cetena, Krylov Shipbuilding Research Institute - Russia, Brodarski Institut - Croatia). Furthermore the company collaborates with some postgraduate schools such as the Italian IED (Istituto Europeo di Design), in order to exchange expertise and create opportunities for research and trials.
### Summary of the company

**Activities:** Design, production and commercialization of luxury motor yachts from 10 to 100 meters

**First year of activity:** 1969

**Operational center:** Avigliana (Turin - Italy)

**Legal office:** Viareggio (Lucca - Italy)

**Internet website:**
- www.azimutbenetti.com
- www.azimutyachts.com
- www.azimutgrande.com
- www.benettiyachts.it
- www.yachtique.it

**Press area:**
- www.azimutpressarea.com (Corporate e Azimut Yachts)
- www.benettiyachts.it/pressarea (Benetti)

**Chairman:** Paolo Vitelli

**CEO Azimut|Benetti Group:** Ferruccio Luppi

**CEO Azimut Yachts:** Ferruccio Luppi

**CEO Benetti:** Vincenzo Poerio

**Production units:**
- Avigliana (Azimut Yachts)
- Savona (Azimut Yachts)
- Viareggio (Azimut Yachts and Benetti)
- Livorno (Benetti)
- Fano (Benetti)
- Itajai - Brazil (Azimut Yachts)

**Employees:** 2,179

**Estimated Production Value**
(Data referred to August, 31 2014): 610 Million Euros