

AZIMUT | BENETTI HAS CHOSEN PORTOFINO FOR THE 2015 YACHTING GALA

700 GUESTS ARRIVED FROM ALL OVER THE WORLD TO SAMPLE THE BEST ITALIAN LUXURY AND LIFESTYLE

The Azimut/Benetti Group 2015 Yachting Gala has just taken place in Portofino. This annual event is dedicated to enthusiasts of yachts designed and created by brand names belonging to the Azimut|Benetti Group who are world leaders in the sector and the only Group to be under full Italian control. Over the weekend of 27 and 28 June, more than 700 international clients were welcomed by the Group and other iconic names in Made in Italy luxury such as Damiani and Maserati. They spent two days in Portofino Marina and Paraggi Bay that were dedicated to seeing the best of the nautical world and to sampling the Made in Italy lifestyle. Another special event was the world debut of the new Azimut Magellano 66.

During the weekend, Portofino Marina was fully dedicated to the most glamorous event on the nautical calendar at which guests were treated to seeing the Group's whole fleet lined up and available for them, along with other examples of Italian luxury and superb taste from other iconic names. This Azimut|Benetti Yachting Gala was the eighth of its kind.

The weekend opened with sea trials which let guests admire the Azimut and Benetti range before its official launch which will take place at Boat Shows in the Autumn. On the Saturday afternoon, yachts and jewels sparkled at what can only be described as an exceptional event: the presentation of the new **Azimut Magellano 66** was accompanied by a fashion show of jewellery created by **Maison Damiani**, the brand name from Valenzano which has represented the sheer excellence of Italian Jewellery for many generations.

In the evening, the famous Paraggi beach was transformed into the Azimut Beach Club by an Agency from London - one of the best known agencies in the world for organising VIP events. First dinner, then music, then the yacht parade followed by a laser show and a huge bonfire on the beach.

Sunday again saw space dedicated to the latest news in yachts along with fresh opportunities to test other types of engines: those fitted to powerful, elegant **Maserati**, yet another wonderful example of Made in Italy excellence.

Among the Yachting Gala partners, in addition to technical sponsors Volvo Penta and Cummins, Pernod Ricard - with brands as Mumm and Absolut - and Villeroy & Boch who enriched the interiors of the yachts on show with their world renowned china tableware.

Azimut-Benetti Spa

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AZIMUT | BENETTI GROUP

Azimut | Benetti is the world's largest and most prestigious builder of yachts and mega yachts. Operating in 68 countries with a network of 138 sales and service offices, the Group includes the renowned Azimut Yachts and Benetti, each dedicated to a different market segment. The Group also comprises Yachtique, the service division reserved exclusively for yacht owners, and Fraser Yachts, specializing in brokerage, sales and charter activities.

AZIMUT | BENETTI YACHTING GALA 2015 – THE PARTNERS

DAMIANI

First established in Valenza in 1924, Damiani is now run by the third generation of the family; the brothers Guido as President and CEO and Silvia and Giorgio Grassi Damiani who are both Vice Presidents. Damiani is the leader in the Italian market for the manufacture and sale of jewellery and luxury watches. Damiani is the only international brand name which has designed and manufactured jewellery right from the beginning and is one of the very few international brand names that is still run by founding family members. With over ninety years of history, Damiani has won countless prizes and is the only jewellery company in the world to have won 18 Diamond International Awards, the International Oscar for jewellery, as well as numerous other awards for design, business expertise and communication.

PERNOD RICARD ITALIA

Pernod Ricard Italia is the Italian subsidiary of the Pernod Ricard Group and is one of the leaders in the sale of wines and liqueurs. Its portfolio includes several highly prestigious brand names such as ABSOLUT vodka, Scottish whiskies such as Chivas Regal, Ramazzotti, The Glenlivet and Ballantine's, Jameson Irish whiskey, Beefeater gin, Malibu rum, Kahlúa coffee liqueur and GH Mumm champagne. Pernod Ricard Italia promotes sensible drinking.

MASERATI

Maserati, founded by Alfieri Maserati on 1914, is one of the most fascinating car production companies with a long history of appeal, tradition and sporting success. Maserati has been part of the Fiat Group – now FCA – since 2005 and is a prestigious brand in the sector of sports and luxury saloon cars. It can be found in more than 60 countries, where it bears witness to Italian sophistication, elegance and style around the world. Maserati celebrated 2013 with the presentation of the sixth generation of the flagship Quattroporte and with the Ghibli, the new top of the range saloon which marks Maserati's entrance into the E segment of the market. The range is completed by the GranTurismo coupe and the "open" GranCabrio version. 2014 was a very special year for Maserati as the company celebrated its centennial and, with 36,500 units delivered, a record number of vehicles sold.

VILLEROY & BOCH

Villeroy & Boch, more than any other premium brand, is deeply rooted in European culture. And, as only such a great brand is capable of doing, it has managed to preserve its identity, at the same moving with the times. Tradition, quality and authenticity: these are the classic Villeroy & Boch attributes which give consumers support and guidance. Innovative power, style and design: these are the values which inspire people and give them the freedom to design their homes according to their individual taste.

Avigliana, June 30th 2015.

AZIMUT | BENETTI GROUP

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