



## **AZIMUT YACHTS AND YACHT BRASIL: NEW PARTNERSHIP IN BRAZIL**

### **THE BEST OF MADE IN ITALY QUALITY AND A COMPREHENSIVE SALES NETWORK TO EFFICIENTLY SERVE A RAPIDLY EXPANDING MARKET**

**AVIGLIANA 6th April 2010** - In Brazil the luxury market is growing and Azimut Yachts strengthens its presence in this South American country, importing yachts produced in Italy and strengthening its sales network.

**Azimut Yachts, world leader in the luxury yacht sector**, confirms its role as the leading player in yachting also in Brazil. The Italian Shipyard has decided to focus on maximum product quality, offering an efficient comprehensive sales and technical support network consolidated in over twenty years of experience.

With the advantage of an established and important brand awareness on the Brazilian market after working for many years with a local production partner, Azimut Yachts has made its offering in this country even more attractive. As from today, **the vessels produced directly at the Azimut works will also be available overseas**; the company factory uses some of the most modern and efficient production processes in the world, while tried and tested personnel training procedures and thorough control policies ensure exceptional quality standards.

**Paolo Vitelli, Chairman and Founder of the Azimut-Benetti Group**, commented on the Company's decision as follows: "All the research carried out shows that in Brazil there is an increasing demand for luxury Made in Italy products, from fashion to the automotive sector. We are confident that **Brazilian shipowners will appreciate the value of a yacht produced directly by an Italian Manufacturer**. Our production sites are architectural and technological gems, fascinating places where dream boats come true. We would be delighted if our Brazilian customers from San Paolo, Rio or Fortaleza decided to come and visit us and get to know our values and company culture."

To ensure optimal distribution of its products in the South American country, Azimut Yachts has formed a **new partnership with Yacht Brasil**. Operating since 1990 with an extremely well-organised network, Yacht Brasil has been chosen as importer for Brazil. Coverage of the territory is ensured by eighteen sales outlets and eight dedicated service points. In these locations every Customer can discover **the Azimut experience**. The pleasure of owning an Azimut vessel begins with purchase and continues throughout the life of the product, due to a delivery, technical support and after-sale programme that eliminates all worries, leaving the Customer free to enjoy his yacht to the full. A business model Azimut has consolidated practically all over the world, from Europe to the USA, Russia, the Middle East, China and now also Brazil.

#### **For further information, contact:**

Francesco Ansalone

Tel. +39.011.93161

[francesco.ansalone@azimutyachts.net](mailto:francesco.ansalone@azimutyachts.net)

[www.azimutyachts.net](http://www.azimutyachts.net)