



Azimut Yachts: star of the upcoming Dubai International Boat Show 2015

The Italian shipyard will have five models on display at the Dubai International Boat Show this March 2015. Two are making their debuts in the Middle East, a rapidly developing market thanks to the dealer network built by Azimut Yachts during the last 12 months.

As always, Azimut Yachts is attending the upcoming Dubai International Boat Show 3-7 March 2015 in grand style. Joined by the local Azimut dealers, the Italian shipyard will present a five-yacht fleet moored at the pier, including two models making their debut on the local market: **Azimut 50 Fly** and **Azimut 77S**. These two models have already been stars at recent European boat shows and are being presented to the Middle East for the first time.

The new 16-metre addition to the Flybridge Collection, the Azimut 50 Fly displays a family resemblance to the Azimut 80, last season's best seller; and, its superior performance and elegance put it in the same league as bigger models. Fresh from winning the *European Powerboat of the Year 2015*, the Azimut 50 Fly is meeting much acclaim on the market.

Finally, there is the new Azimut 77S sporting that bold Azimut style; it is an aggressive look perfectly balanced with sophisticated design, for 23 metres of superior performance and fuel efficiency.

In addition to the new models, there is also news about the Azimut Yachts Middle East dealer network. Thanks to partnerships with the most important yacht dealers in the Gulf, there are now seven new Azimut Yachts overseas offices in the area:

- Azimut Yachts U.A.E.
- Azimut Yachts Kuwait
- Azimut Yachts Qatar
- Azimut Yachts Lebanon

- Azimut Yachts Saudi Arabia
- Azimut Yachts Egypt
- Azimut Yachts Jordan

Having extensive coverage in a market with such extraordinary growth potential is certainly a point of pride for the Italian shipyard. It embodies key aspects of the Group's expansion strategy: fostering close contact with current and future customers and operating directly in the area markets equipped with in-depth knowledge of the local culture.

Azimut Yachts @ Dubai Boat Show 2015
Dubai International Marine Club Mina Seyahi
Stand no. MD 51 – MD 54

Avigliana, 24 February 2015

AZIMUT YACHTS

Azimut Yachts è un marchio del Gruppo Azimut/Benetti. Con le collezioni Atlantis, Magellano Flybridge, S e Grande, propone la più estesa gamma di yacht dai 34 ai 120 piedi. Opera in 70 paesi con una rete di 138 di centri vendita e assistenza e ha uffici diretti di rappresentanza e assistenza a Shanghai, Hong Kong, Fort Lauderdale (USA) e Itajai (Brasile).

AZIMUT YACHTS
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To download any info's and pictures
on the different models:
www.azimutpressarea.com

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