

## **Azimut Yachts: Azimut Atlantis 43 and the "big fashion names" project making their world premier at Boot Dusseldorf 2015.**

**Among the models on exhibit are Azimut 80 Fly, Azimut 50 Fly, Azimut 55S, and Azimut Magellano 43. And in Europe distribution is strengthened.**

**You couldn't ask for more: the new Azimut Atlantis 43 is bound to be the new trend setter for its class. Bold and sporty on the outside, cool and refined on the inside, the latest Atlantis Collection offering is pure unadulterated Italian design and content.**

**Made in Italy excellence aboard the Azimut Atlantis 43 giving you the freedom to customise the interiors with fabric by the most prestigious Italian designers, including Missoni Home, Loro Piana Interiors, and other important names.**

Making its world premier at the upcoming Dusseldorf Boatshow 17-25 January 2015, the new Azimut Atlantis 43 exemplifies the Italian shipyard's ability for continuous innovation without abandoning its trademark style. Azimut's extensive experience produces a truly appealing open version, with smart and functional solutions to meet every need.

The new model in the Atlantis collection has many reasons for joining the ranks of those vying for Best-in-Class; and, its price is definitely one of them. Azimut has been able to offer a luxury sport cruiser without compromising on quality and style.

The launch of the new Atlantis Collection model is also an opportunity to present the "big fashion names" project, a real breakthrough. For the first time, it won't just be large yachts that can enjoy personalised decor. Now, "big fashion name" designer solutions will be increasingly available across the entire range.

Big news also regarding the strengthening of the distribution network Azimut Yachts in Europe, for which it was decided to proceed with a significant enhancement: new Official Dealership Agreement was launched with more direct involvement of the

shipyard as to sales and service of European partners, so to be closer to the end customer. Over the last few months were opened: Azimut Yachts London with offices already operating in Mayfair, Finland Azimut Yachts, Azimut Yachts Austria & Germany. The presence in France is being strengthened with the creation of Azimut Yachts Atlantis Collection France.

Three models most representative of Azimut Yachts will be sharing the spotlight with Azimut Atlantis 43 at Boot 2015: **Azimut Flybridge 80**, the popular model launched last year; **Azimut Flybridge 50**, fresh from its debut at the fall boatshows and featuring the same "family feeling" of larger boats in 16 metres of elegance and superior performance; and, once again, the sporty **Azimut 55S** and **Azimut Magellano 43**, the Italian Long Range available in both Fly and hard top versions with great range, successfully put through its paces recently by technical journalists through the treacherous English Channel.

## **Boot Dusseldorf 2015: Azimut Yachts - Stand 6A58 – Hall 6**

Avigliana, 13th January 2015

**AZIMUT YACHTS** *Azimut Yachts is a brand of the Azimut/Benetti Group. With Atlantis, Magellano Flybridge, S, and Grande collections, it offers the most extensive range of 34'-120' yachts. It operates in 68 countries with 138 sales and service centres and has representative and support offices in Shanghai, Hong Kong, Fort Lauderdale (USA), and Itajai (Brazil).*

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