

## **Azimut Yachts: at the Eurasia Boat Show 2015 in Istanbul, an exclusive ceremony in honor of the brand new Azimut Atlantis 43 "wearing" big names Italian Fashion.**

**Among the different Atlantis models joining the new entry is the versatile and innovative Atlantis 50, Open version. Azimut 50 Fly, fresh from winning "European Powerboat of the Year 2015" and Azimut 80 Fly will also be exhibited among the Italian brand's best sellers. There will also be space dedicated to the *Italian Long Range* with Azimut Magellano 53 and Magellano 43.**

The unveiling of Azimut Yachts offerings for the 2015 International Boat Show season continues. For the upcoming edition of the Eurasia Boat Show 2015 scheduled for 14-22 February in Istanbul, Azimut|Benetti - the Italian producer of 24'-120' yachts - is celebrating the excellence of "Made in Italy". Embodying the new concept is the **Azimut Atlantis 43**, "best in class" for its surprising layout, space, and interior design, the first of the brand's yachts to "wear" big names in Italian fashion.

With the Atlantis 43, Azimut Yachts has launched its innovative project "Big Names in Fashion" so that owners of yachts of all sizes can enjoy the privilege of a custom décor: Missoni Home and Loro Piana Interiors are just some of the big names collaborating with the Azimut Yachts Style Centre to create exclusive interiors for the brand's clients.

Bold and sporty outside, cool and sophisticated inside, the latest arrival to the Atlantis Collection is the perfect example of how the boatyard manages to continually innovate without sacrificing its hallmark style, and in this case with a very interesting price tag.

To celebrate "the star", Azimut Yachts is hosting an official ceremony on Saturday 14 February for journalists and visitors.

In addition to the Azimut Atlantis 43, visitors will be able to admire other prominent models by the Italian brand, starting with the **Azimut Flybridge 50**, fresh from its debut at the fall boat shows and recipient of the illustrious European Powerboat of the Year 2015 at the Düsseldorf Boat Show. There is a certain "family feeling" about the **Azimut Flybridge 80** – the popular model launched in 2014 – with its 16 metres of elegance and top performance.

Further rounding out the collection will be the **Azimut Atlantis 50 Open Version** , together with two popular Magellano models, the collection dedicated to the *Italian Long Range*: **Azimut Magellano 43**, available both in flybridge and hardtop (HD), and **Azimut Magellano 53**, a new release for the 2013-2014 season. Avigliana, 10 February 2014

Avigliana, February 13th, 2015

**AZIMUT YACHTS**

*Azimut Yachts is a trademark of the Azimut|Benetti Group. With the Atlantis, Magellano Flybridge, S e Grande collections it offers the broadest range of 34 to 120 feet yachts. It is active in 68 countries and has 138 stores and support centres and direct representation and support offices in Shanghai, Hong Kong, Fort Lauderdale (USA) and Itajai (Brazil).*

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on individual models and images:  
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