



Azimut 54



Azimut 64



Atlantis 38

## **AZIMUT YACHTS AND ATLANTIS AT HAINAN RENDEZ-VOUS 2013: ITALIAN STYLE MEETS THE SPIRIT OF THE DRAGON.**

**From 30 March to 2 April the two brands in the Azimut|Benetti Group that specialise in flybridge and open yachts presented some exclusive new developments for the Chinese market: the special Azimut Dragon models and Atlantis 38 model, which is making its debut on the Asian market for the Atlantis open-cruiser brand have been particularly appreciated.**

### **Azimut Yachts on display**

Azimut 54 (China Premiere) | Azimut 60 | Azimut 64 | Azimut 72S.

### **Atlantis by Azimut on display**

Atlantis 38 (China premiere)

-----  
**April 3, 2013.** The Azimut|Benetti Group, a leading manufacturer of luxury yachts and ambassador around the world for the very best Italian quality, took part in Hainan Rendez-Vous 2013 with some important new developments for the Chinese market.

With its own offices in Shanghai and Hong Kong, the Group is continuing its consolidation strategy in the country through its commitment to meeting and interpreting local culture and demands, while staying faithful at the same time to its company philosophy and the values that have made its brands icons of luxury that are highly appreciated around the world.

Numerous awards and acknowledgments received, crown Azimut as top brand of the Chinese boating world.<sup>1</sup>

Paolo Casani, Azimut Yachts and Atlantis CEO, pointed out: "We are the largest private Group in the world in the maritime sector. We owe our 44 years of success to an extremely well thought-out development policy. This carefully planned, gradual growth strategy can count on the reliability of

<sup>1</sup> **China Yachting 2011-2012:** Committee Recommend Motor Yacht above 80 feet in China – Azimut 88  
**China Yachting 2011-2012:** Committee Recommend Motor Yacht between 60 and 80 feet in China – Azimut 64  
**Hurun Report, 2012:** 'Best Motor Yacht over 30m" awarded to Azimut Grande 120SL (35m)  
**Asia Boating Awards:** Best Presence in Asia  
**Shanghai Association of Shipbuilding Industry** "Best Motor Yacht over 75" awarded to Azimut grande 120SL  
**Gafencu Men:** "Best of Best 2012" awarded to Benetti

unique ownership and is perfectly exemplified by the steps we take when tackling the various markets, including China: getting to know the customs and culture, building up a sound, expert presence that can guarantee excellent before and after-sales services, investing in specially designed models and offering exclusive services to boat owners. Our mission is to build the most beautiful, reliable and innovative yachts and guarantee the best assistance anywhere in the world.”

## THE NEW AZIMUT DRAGON MODELS

Azimut’s mission is perfectly illustrated by one of this year’s great new developments that will certainly be of interest to anyone who appreciates luxury and Italian quality.

To provide its Asian, and in particular Chinese, clientele with the best boating experience, Azimut Yachts has devised made-to-measure concepts and styles for this market: the result is the Azimut Dragon China project. **The first Azimut models to appear in ‘Dragon China’ version will be: the Azimut 64 Dragon China, the Azimut 70 Dragon China and the Azimut 80 Dragon China (interior design and concept by Azimut Style Department), and the Azimut 88 Dragon China (interior design and concept by Achille Salvagni Architeti).** This single, coherent project follows the logic of the various models’ characteristics and has been designed to satisfy specific local requirements.

The main focus of the designers was to create a convivial, sociable atmosphere, interpreting the various aspects involved so that the philosophy of “being together” could be turned into tangible, functional solutions. The spaces were therefore organized to revolve around the large areas for games, karaoke and the large dining room. Attention was then paid to the level of privacy and service on board, with crew areas kept apart and independent from the rest of the yacht.

These splendid yachts have an Oriental air, creating an enchanting mood with meticulous finishings and details that are unique and unmistakable: real Italian Style by Azimut Yachts.

**A first look at the main deck reveals the main distinctive features: the large dining room with a round table on a raised level and adjoining living room area with comfortable sofas encourage guests to be sociable and spend time together.**

The **lower deck is totally given over to entertainment** and is the second focal point in a layout that gives free rein to people who love spending their time having fun with friends and loved ones. The central section comprises an area with an elegant **Mahjong** table and **professional karaoke system**, while the relaxation areas with cosy sofas guarantee some private time when needed. The bar area is comfortable and the generously sized kitchen is located on the same level, but isolated as much as possible from the rest of the spaces.

The elegant atmosphere and the functional division of space makes it ideal for hosting private gatherings or business meetings from time to time.

In all areas, **light matt wood in ivory, cream and dove-grey colours alternates with varnished elements with exquisite details in glossy dark wood**, creating an ingenious contrast of shades and games of light. The overall effect is very bright and is the perfect complement to the sophisticated mood thanks to the carefully selected materials used.

Of course Azimut Yachts' future projects do not end here. Two new models, the already mentioned **Azimut 80 and Azimut 95RPH** (exteriors designed by Stefano Righini and interior style and concept designed by Achille Salvagni Architetti) will be launched worldwide in second half of 2013: visitors at the Hainan Rendez-Vous had the honour of being able to see the first exclusive images at the stand.

### **ATLANTIS BY AZIMUT DEBUTS ON THE CHINESE MARKET WITH THE ATLANTIS 38**

Making its first appearance in China at Hainan is the Atlantis by Azimut brand, a collection of Azimut|Benetti Group sport-cruisers. A combination of pure Italian sportiness and creativity, they are the result of the skill and inspiration of the best Italian designers and are dedicated to those who like real thrills. They are not merely stylish and a perfect balance in terms of quality and value, but they also offer **safety and high performance** thanks to the highest, technological standards, guaranteed **By Azimut**. The collection ranges six models from 34 to 60 feet including the wonderful Verve, a comfortable and secure walkaround for mid-range cruising.

**Atlantis 38** has been chosen to represent the entire collection, as it interprets its concept perfectly: sporty style and superb liveability both inside and out thanks to the adaptable spaces.

In Atlantis 38's twelve metres you will find all the brand's distinctive features: a sleek, aggressive line, a sporty hull, and windows and hard top integrated into the yacht's lines, which is what makes the brand so recognisable. This 38 footer is also the perfect example of the Atlantis by Azimut brand's skill in building yachts that are manoeuvrable and safe, whatever the conditions.

### **Dealer network in China:**

#### **AZIMUT YACHTS**

##### **SIMPSON MARINE LTD.**

Address: Floor 13, Building3 Kerry Plaza, No.1-1 Zhongxin Si road, Futian area, Shenzhen. China.  
Tel: +86 755 33043144

##### **LING MARINE LTD.**

Address: Xinghai Square B3 District 7-6,Dalian,China.116023  
Tel: +86411 84523737

##### **QINGDAO FURI YACHTS AND MARINA CLUB CO. LTD**

Address: No.5 Fuzhou Road (N.), Qingdao, China 266071  
Tel: +86 532 55663333

##### **XIAMEN HUAMIN YACHTS CO. LTD.**

Adress: 2nd Floor, C No.13, Wuyuanwan street, Xiamen, Fujian, China. 361000  
Tel: +864001-000-592

##### **SHANGHAI VELA MARINE CO. LTD.**

Address: Room 1809, Office A, Bund Square, No. 868 Longhua Dong Rd, SH, 200023  
Tel: +86400 8211 286

**ATLANTIS BY AZIMUT**

**XIAMEN HUAMIN YACHTS CO. LTD.**

Adress: 2nd Floor, C No.13, Wuyuanwan street, Xiamen, Fujian, China. 361000  
Tel: +864001-000-592

**VOYAGE MANAGEMENT LTD.**

Add: Visun Yacht Street, Times Coast, Sanya Hainan 572000  
Tel: 0898-88600965

***AZIMUT YACHTS AND ATLANTIS***

*Azimut Yachts and Atlantis are Azimut/Benetti Group brands. Azimut Yachts, with its Flybridge, Magellano and S collections, specialises in 40 to 100 foot yachts, while Atlantis by Azimut comprises 34 to 60 foot open-cruisers. The two brands have agency and client service offices in Shanghai, Hong Kong, Fort Lauderdale (USA) and Itajai (Brazil).*

---

**AZIMUT | BENETTI GROUP**  
**PR & Press Manager**

**Giovanni Bogetto**  
giovanni.bogetto@azimutyachts.net

To download further info and pictures:  
[www.azimutpressarea.com](http://www.azimutpressarea.com)

**AZIMUT | BENETTI GROUP**  
**Press Office**

**Studio EffeErre**  
Andrea Sculati - a.sculati@studioeffeerre.com  
Gloria Belloni - g.belloni@studioeffeerre.com  
T. +39 0233001100

To download further info and pictures:  
[www.studioeffeerre.it/press.asp](http://www.studioeffeerre.it/press.asp)