

AZIMUT YACHTS ANNOUNCES EXCLUSIVE AGREEMENT WITH MEXICO'S EURO YACHTS FOR THE MEXICAN MARKET

Avigliana, October 2014. Azimut Yachts further strengthens its presence in the overseas markets thanks to a new partnership with Euro Yachts, doing business as Azimut Yachts Mexico, the Group's new exclusive dealer for the Mexican market.

Featuring four venues in key Mexican markets, Azimut Yachts Mexico is assured a strong presence throughout the country. In securing this nationwide coverage, the Azimut brand will have excellent access to the best crews and yacht owners, along with the supplier networks necessary to provide the high standards of immediate, high-level service assistance Azimut yacht owners have come to expect, that have always be representative of the Group.

According to Azimut Yachts Mexico, Mr. Federico Ferrante, President Azimut Benetti USA, said: "Euro Yachts, thanks to its experience and strong presence throughout the country, is the ideal partner to represent Azimut Yachts in such an important market as Mexico. As this is the fourteenth partnership agreement to be signed this year, Azimut Yachts continues to successfully execute its global commercial strategy. This approach so far has allowed us to launch our 100% Italian made product line globally, thanks to highly professional partners introducing us to the local markets and their individual needs. In our view, it is only by leveraging the management depth and financial strength of a consolidated industrial group like Azimut|Benetti that such a global strategy can be a success."

"We are very pleased to start to cooperate with the world market leader, Azimut Yachts which beautiful yachts fit perfectly in our product portfolio." declared Mr. Rodolfo Hagemann. "The Euro Yachts long experience in the yachting business and the strength of the brand Azimut will be the main assets that will allow us to have a great success in all our country".

In signing this exclusive agreement, Azimut Yachts are signaling their belief in the growing importance of the Mexican market. When taken together with the markets of the US, Brazil and Mexico represent a substantial share of the group's total turnover. This new partnership will further enrich the international service network that, with more than 140 offices, in 70 countries, is the largest of its kind in the world.

Avigliana, October 24th 2014

AZIMUT YACHTS

Azimut Yachts is an Azimut|Benetti Group brand. With Atlantis, Magellano Flybridge, S, and Grande collections, it offers the most extensive range of 34' - 120' yachts. Operating in 70 countries with a network of 138 sales and service offices, it has direct representative and service offices in Shanghai, Hong Kong, Fort Lauderdale(USA), and Itajai (Brazil).

EURO YACHTS MEXICO

Euro Yachts Mexico, the leading distributor of luxury boats in Mexico is based in Mexico City, with a rapidly growing distribution network in key markets including Cancun and Acapulco. The company is led by Rodolfo Hagemann, who boasts more than 30 years of experience in the marine industry and has been at the forefront of providing luxury yachts to the most discerning clientele in the Mexican market.

AZIMUT YACHTS

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