



## **AN AZIMUT YACHT ON THE MOUNTAINS OF COURCHEVEL 1850 THE LUXURY OF YACHTING AT TWO THOUSAND METERS**

**AVIGLIANA (TURIN), 6 JANUARY 2008** – Azimut Yachts, the world leader in luxury yachting, together with **Philippe Blattes Yachting** and **Ultramarine**, Azimut Yachts Dealers for France and Russia, respectively, **exhibited from 23 December to 7 January a magnificent yacht, the Azimut 43S, in the arrival area of France's acclaimed Courchevel 1850 ski resort.**

The luxury of Azimut in an unusual setting, an absolute first for a yacht at nearly 2,000 meters above sea level. From the extraordinary beauty and elegance of the Azimut 43S amid the islands of the Mediterranean to the glossy luster of its bordeaux color, characteristic of the "S" line to which it belong, against the snowy backdrop the French Alps.

The Azimut 43S has been the star and the symbol of the exclusiveness of this prestigious resort, an Olympic site during the Albertville 1992 Winter Olympics and a holiday destination for French and Russian high society and Europe's biggest tycoons.

The Azimut 43S was choreographically included in the Alpine context: the yacht's wake has been made by snow artists and sculptors to create the fascination of a yacht plowing through the waves of the sea... amid splendid snow-covered peaks.

In the sixteen days of the show the yacht was visited by the exclusive guests of **Courchevel 1850**, who could dream about their next summer vacation aboard one of Azimut's prestigious yachts, symbols throughout the world of contemporary elegance, comfort and distinction.

To celebrate **the Azimut 43S, the queen of luxury**, on Sunday, **6 January**, an exclusive event was held, reserved to the international jet set and to the Russian beau monde present in this period on the occasion of the celebrations for the upcoming Orthodox Christmas.

A unique party, strictly private, was organised alongside the Azimut 43S also on the occasion of the famous **Millionaires' Cup, the ski race for millionaires** held in Courchevel every year, followed by a Champagne and caviar reception and an exclusive DJ set.

This is the first event of 2008 organized by **Azimut Yachts**, which will be followed on **June 28 in Viareggio** by the second edition of the **Yachting Gala**, which was held last year at the Marina di Varazze with Marcello Lippi Coach of the Italian World Championships winning team, Simona Ventura and Andrea Bocelli (Opera Singer). Many other events will take place in 2008 follow the ones of 2007 such as the **Arendal Offshore Grand Prix** in Norway, **DeLuxe in**



**Porto Cervo, Sardinia, the Event for the Launch of the Azimut 103S in Dubai and the Private Yacht Exhibition in Linz, Austria.**

The **Azimut 43S** is a model of the Azimut Yachts Open line that features a perfect balance between speed and comfort, sportiness and luxury, and maximum open surface and the highest degree of privacy. Four other models belong to the "S" line, the Azimut 62S, the Azimut 68S, the Azimut 86S – a model recently purchased by Formula One champion **Juan Pablo Montoya** – and the Azimut 103S, presented in Dubai in March 2007, the first model of which was purchased by the prestigious charter company of the Maldives Sultans of the Seas.

**Azimut Yachts**, the world leading brand in luxury yachting, is part of the **Azimut-Benetti Group**, the world's foremost builder of mega-yachts. The prestigious Atlantis and Benetti Yachts brands also belong to the Group. Each member company targets a distinct sector of the marine market:

- Azimut Yachts: Open and Flybridge yachts from 39 to 116 feet
- Atlantis: 35 to 55 foot Open yachts
- Benetti Yachts: mega-yachts from 24 to 70 meters

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