

Azimut Yachts: Two New Lines and Increased Production Capacity Double the Offering

Azimut Yachts, the leading brand in luxury yachting, is getting ready to face the recently begun yachting season with an ambitious growth plan that has two main thrusts: enrichment of the range, aimed at responding to the requests of an increasingly demanding clientele, and development of new production sites, needed in order to significantly increase the number of boats built each year.

With regard to new products development, alongside the traditional Flybridge and "S" lines, which will be enriched with new models to take advantage of all the opportunities on the market, two new lines are set to make their debuts: Leonardo and Magellano, each designed for a very specific type of customer and therefore destined to attract new classes of owners.

With its Leonardo line, Azimut Yachts aims to offer its customers custom-tailored boats to enable maximum enjoyment of socializing at sea. They will be boats characterized by roomy interior spaces, extremely pleasurable and luxurious, with special attention to the saloon, conceived as a large loft. Other distinctive aspects will be the large terrace on the sea and the care lavished on the interior design, inspired by the most sophisticated, modern trends.

The Magellano line is instead aimed at a more mature customer who may have already had a Fly and wants to strike out on a new adventure, fully living the sailing experience but without forgoing comfort. So Magellano will be focused on those who have an authentic passion for the sea, who like long trips (the Magellano boats have a range of 1,500 nautical miles at a cruising speed of over 20 knots) and aren't afraid of adverse weather conditions but nevertheless want to surround themselves with fine details and luxurious finishings. The design of the Magellano line was entrusted to the noted architect and designer Ken Freivokh, already the author of highly successful yacht designs.

The production capacity, concentrated until now in Avigliana, will be more than doubled thanks to the use of new shipyards (in Avigliana, Viareggio and Savona) but especially thanks to the birth of a new production facility at Arbatax, in Sardinia, where the company recently purchased a third of the former Sardinian paper mill (around 100,000 m²) in order to convert it into an important new production center.

With these prerequisites Azimut Yachts plans to present nine new models to the market in the next 14 months.

The first two, making their Italian debut at the Genoa Boat Show, are the Azimut 82 and the Azimut 70.

The new Azimut 82 is a synthesis of rational volumes, elegant, refined details, and cozy, luminous rooms on a motor yacht that is the synthesis of a private island. Regularity of forms and rationality of spaces are the key traits of this new model, conceived according to criteria of optimization of spaces and management of onboard life to make sure owner and guests have maximum privacy. Great protagonists of the line of this yacht are the windows: with a very ample surface area, they sweep along the sides and ideally delimit the various zones into which the main deck is divided. Large exterior spaces (116 m²) and interiors rendered exclusive by high-quality finishings and materials complete the uniqueness of this new model, destined to become a privileged, exclusive place to live the sea in complete freedom.

The Azimut 70 comes from the Azimut Yachts shipyards in Avigliana and perfectly interprets the philosophy of the Flybridge line, marrying the excellent quality standards that are the fruit of the tried and proven construction engineering of the Turin shipyard with the features of a Viareggio motor yacht, for the large spaces created by an original, dynamic layout and for the great attention to detail, typical of a semi-custom yacht. It is a boat designed as an expression of the golden ratio: sinuous, elegant lines that suggest the objective aesthetic canons that hold the secrets of universal beauty. A profile that excites, with its dynamic, innovative features that underscore and exalt the deckhouse's 30 m² of glass surface.

Azimut Yachts is part of the Azimut-Benetti Group, the world's foremost builder of megayachts. The Benetti and Atlantis brands, each targeting a distinct sector of the marine market, also belong to the Group, as does Fraser Yachts, a leading brand in the service sector. The Group closed fiscal year 2008 with a value of production of €950 million and an order portfolio worth over €1.6 billion.

For further information:

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