

PRESS NOTE

Azimut-Benetti Group: the Italian Company synonymous worldwide with luxury yachts unveils many new offerings at the Hainan Rendez-Vous.

Azimut-Benetti Group – the prestigious high-end pleasure yacht company – pulls out all the stops at Hainan Rendez-Vous confirming its leadership in China and around the world.

At its 400-m² booth (the largest in the entire exhibition) customers and visitors can admire 7 different models. At the forefront are three models premiering in China: **Azimut 64**, **Azimut 88** and **Delfino 93' Benetti**. To be noted that all the fleet in display at Hainan Rendez-Vous has already been sold, confirming the leadership position of the Company also from the sales point of view.

The **Azimut 64**, is going to be officially delivered to its owner during the course of this year's Hainan Rendez-Vous. This boat had been purchased off-plan during last year's edition when the boat owner was captured by its design. This boat is the natural evolution of the Azimut 62 that has achieved unprecedented sales with 200 units sold worldwide. Azimut 64 features stylistic innovations, exceptional safety features and an outstanding layout. Seeking even further enhancements, the boat owner has invested an additional 300,000 Euros for exclusive materials, fabrics and top of the line finishes.

The dominant feature of the **Azimut 88** is a blend of elegant forms and excellent use of space: in essence, it is the perfect balance of comfort, space and style, with zero compromise. Its 27 metres of elegance include a square-shaped saloon which can be combined with the dining area to create a single large space. This area offers a total privacy for the boat owners and their guests who can enjoy a loft-scale living area completely set apart from the crew.

The **Delfino 93'** embodies Benetti's strong connection with both tradition and innovation. It is one of a kind, with the design, technology, functionality and comfort typically found in larger yachts. Its exterior lines include large areas of uninterrupted windows, allowing the boat owner and guests to enjoy breath-taking water views from many different locations. For the first time in a boat of this size, the yacht in display has an RGB White lighting system with LED fixtures both inside and out.

The exponential growth in awareness seen by the Azimut brand during the last year and half is attributable to its presence in China since 2007. At the beginning via representative offices and more recently through its direct presence as wholly owned companies formed under local law, Azimut (Shanghai) Trading Co. Ltd., opened last November.

During the same period the brand won numerous awards¹ and recognitions, crowning it the top brand of the boating world.

From its side, Benetti has founded last August, Benetti Asia Co. Ltd based in Hong Kong with the objective to support the sale presence and the after-sale services.

Azimut-Benetti Group has managed to transfer its core strengths, appreciated worldwide, to China too: economic and financial stability, the prestige of its different brands (Atlantis, Azimut, Azimut Grande and Benetti) and its strong commitment to research and innovation.

The success which Azimut-Benetti Group has built up over time is further reinforced by its being awarded first place for the thirteenth time in the Global Order Book. This is the yearly ranking of leading international boat manufacturers compiled by the prestigious US magazine ShowBoats International.

The company has undergone gradual growth over the course of its 43-year history; its success has been due to a solid business policy which has ensured production values increase at an average rate of 15% per year for the last 15 years, despite the turbulence in the world financial markets. Knowing there is a financially sound company backing up a boat purchase makes a real difference to Group boat owners around the world. In addition, the Company has always reinvested a significant portion of profits into its own growth and development (approximately EUR 500 million in the last 10 years). This has led to its owning 9 shipyards in Italy and 2 abroad (Turkey and Brazil) as well as being present on all major boat markets worldwide, including a sales and assistance network distinguished for its comprehensive coverage and competence.

¹ **China Boating**, the most reputable industry magazine in China whose list of the top 30 luxury yachts includes 10 Azimut Yachts, consolidating the company's leadership;

Luxury Travel: "The Favourite Yacht Brand by Luxury Travellers" (2011);

China Yachting: the "Biggest Motor Yacht Sales" awarded to Azimut 120SL, the largest boat ever sold in China (2011);

Hurun Report: "Best Luxury Yacht Brand" (2012);

Robb Report: naming Azimut 100 Leonardo, "Best Motor Yacht over 100 feet" (2012).

Boats exhibited at the show:

Azimut 40S, Azimut 53, Azimut 64, Azimut 82, Azimut 88, Azimut 103S, Delfino 93' Benetti.

Azimut-Benetti is the leading and most prestigious builder of mega yachts in the world. Operating in 68 countries worldwide through a network of 138 sales offices, the Group includes the prestigious brands Atlantis, Azimut Yachts, Azimut Grande and Benetti, with each one targeting a distinct segment of the yacht market. The Group also includes Yachtique, the service division exclusively dedicated to boat owners, also headed by brokerage and chartering specialists, Fraser Yachts.

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