

**THE AZIMUT SUMMER WAVE LANDS IN PALMA DI MAIORCA,
THE PEARL OF THE BALEARIC ISLANDS,
WITH THE NEW AZIMUT S7 IN THE SPOTLIGHT**

Avigliana, August 7, 2017 –

Last weekend, the Azimut Summer Wave arrived in Palma di Maiorca, in the Balearic Islands, for a new event in La Dolce Vita 3.0, the programme of glamorous initiatives organised in the Mediterranean's most beautiful tourist marinas to celebrate the luxury, style and joie de vivre of the Azimut Yachts brand. This "wave" of glamour was set in motion by Azimut Yachts on July 7 at the enchanting Porto Venere marina, before calling at Bodrum in Turkey and then mingling with the crystal clear waters of Greece on its way to Mykonos.

On Saturday August 5, it was the turn of Palma di Maiorca, where a fleet of Azimut yachts, including the 77S, the 55S and the brand new Azimut S7, was moored in the beautiful Puerto Portals marina for guests to visit and take on sea trials. At sunset, owners had the opportunity to experience all the glamour of Azimut Yachts, accompanied by music, champagne and a spectacular display of acrobatic stunts by athlete Lindsay McQueen.

Then, on Sunday August 6, all eyes were on the brand new Azimut S7, the yacht with sporty lines and an edgy style presented in a world preview exclusively for owners attending the event. The Azimut S7 toured the most beautiful bays on the island, calling at Illeta, Playa Oratorio and Portals Vells.

During the day of sea trials, customers had the privilege of going on board the new jewel before its official presentation at the upcoming Cannes Boat Show and were pampered with exclusive concierge services that reflect the brand's lifestyle.

The Azimut Summer Wave's parties and parade of yachts has toured the Mediterranean, bringing with it the brand's Made in Italy lifestyle built on luxury, style and innovation: La Dolce Vita 3.0.

Azimut Yachts

Azimut Yachts è un marchio del Gruppo Azimut/Benetti. Con le collezioni Atlantis, Magellano Flybridge, S e Grande, propone la più estesa gamma di yacht dai 34 ai 120 piedi. Opera in 70 paesi con una rete di 138 di centri vendita e assistenza e ha uffici diretti di rappresentanza e assistenza a Shanghai, Hong Kong, Fort Lauderdale (USA) e Itajai (Brasile).

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