



For Immediate Release

SailTime Announces Strategic Marketing Partnership with Jeanneau

Boat Membership Franchise Leader Sees Terrific Growth Opportunities with a World Leader in Boat Manufacturing

(June 25, 2018) – SailTime, the world’s leading boat membership program, with bases around the United States and Australia, today announced a new strategic marketing partnership with Jeanneau, a worldwide leader in luxury sailboat and powerboat manufacturing and part of Groupe Beneteau. The partnership allows SailTime bases throughout the United States to sell Jeanneau boats into their local fleet via SailTime’s innovative yacht ownership program.

“The purpose of the partnership is for SailTime to offer Jeanneau sailboats in its fleet for members and owners. SailTime will now be exclusive to Beneteau and Jeanneau, combined - the largest sailboat manufacturer in the world,” SailTime CEO Todd Hess said. “The agreement gives SailTime customers another high-quality option to access a boat all season via the SailTime innovative membership and ownership programs.”

SailTime will provide Jeanneau an additional way to access the sharing economy and to tap into this growing market of buyers and boaters. Currently, Jeanneau sailboats are featured at SailTime bases in Detroit, Michigan, Houston, Texas, St. Augustine, Florida, Virginia Beach, Virginia and Toronto, Ontario.

Jeanneau America, now in their 10th year of their manufacturing boats in America at their plant in Marion, South Carolina, sees the partnership extension as a key advancement in the North American market growth strategy.

“We’re very excited to enter into this strategic partnership with one of the world leaders in the sharing economy. With their bases located throughout North America, we think SailTime provides terrific reach to this growing market of boating enthusiasts.” Jeanneau America President Nicolas Harvey said.

For more information, visit SailTime.com or Jeanneauamerica.com.

###

About SailTime

Now celebrating its 17th anniversary, [SailTime](http://SailTime.com) has more than 30 bases in North America and five bases in Australia. SailTime members share the use of a professionally managed boat through the use of a unique and proprietary online scheduling system. A monthly membership fee covers the slip fees, maintenance, insurance and operating costs. These memberships offer an attractive alternative to boat ownership. SailTime also offers a generous Owner Member Program where the owner receives a monthly income, as well as the benefits of membership and complete professional management of their boat.

SailTime also has a significant network of sailing schools, via bases that are certified American Sailing Association (ASA) and Royal Yachting Association (RYA) affiliates. The instruction provided at these locations has been a key component in providing a pathway for members to achieve their goals and dreams for the sport of sailing.

ABOUT JEANNEAU – celebrating over 60 years of boat building

From the first artisan-crafted runabout in 1957 to today’s precision manufactured sail and power boats, our passion and commitment has spread around the world. Jeanneau is proud to rely on 2500 employees and our network of over 400 distributors. Our customers help drive the innovation and quality that are the hallmarks of Jeanneau. As experienced sailors and power boaters, their input enables our design and production teams to quickly implement new ideas and enhance proven ones. The result, as you’ll see, is a way of creating boats of extraordinary quality, value and timeless beauty. For more information, visit: jeanneau.com

ABOUT JEANNEAU AMERICA

Jeanneau America Inc., is a wholly owned subsidiary of Jeanneau in France. We are entirely focused and dedicated to the distribution and Customer Service of Jeanneau sailboats and powerboats in North America. With offices in Annapolis, MD our team ensures that the values developed since 1957 at the heart of Jeanneau are recognized in America too. Already #2 in the sailboat market and with a promising future in the powerboat segment, Jeanneau America and its dealer network bring quality boats to today’s boater.

Contacts:

Margriet Mitchell

Marketing Director, Jeanneau America

mmitchell@jeanneau.com

443.808.2952

105 Eastern Avenue, Suite 203, Annapolis, MD 21403

Matt DeMargel

mdemargel@919marketing.com

919.459.8164