

AZIMUT YACHTS AIMS FOR THE TOP SPOT IN THE USA

After a few weeks of negotiations, prompted by the activity at the Fort Lauderdale Boat Show, the shipyard announces a US sales success of US \$50 million. The Fort Lauderdale International Boat Show, the leading boat show in the United States, confirms the success of the Italian brand in the USA. This exciting result accelerates the brand's growth with the goal of becoming the top ranking yacht builder in the USA.

Avigliana, November 2018. "Our objective is to become the top-ranking shipyard in the USA over the next two years," commented **Federico Ferrante**. The President of Azimut|Benetti USA added: "The sale of **15 yachts worth about US \$50 million** at FLIBS 2018 is the best way to describe the outstanding success achieved by Azimut Yachts, the leading foreign shipyard in the United States. This success rewards our propositions, which increasingly feature sophisticated content in terms of design and technological innovation, and our ability to offer outstanding local reach and a five-star after sales assistance service. We've achieved this result, which makes America the brand's main market, representing 38% of total value of production, thanks to the **partnership** with **Marine Max**, the most highly reputed dealership on this market".

The good health of Azimut Yachts in America is also underscored by the **rise in the number of visits to the stand - up 20%** on last year - not only by people from the US, but also from Canadian and South America.

Florida continues to confirm its position as the area with the best sales figures, followed by the Northeast and Midwest, while the lines best loved by US owners are the Flybridge Collection, followed by the Grande Collection, of which a 27-meter model was sold at Fort Lauderdale, the big sister of the 25-meter yacht that made its American debut at FLIBS.

To continue to extend the brand's occupation of the US market, Azimut Yachts and Marine Max intend to **increase its presence at the country's main boat shows** and to implement a **multi-faceted programme of events** to strengthen owners' sense of belonging to the Azimut Yachts community and to win over new owners.

Azimut Yachts

Azimut Yachts is an Azimut|Benetti Group brand. With its Atlantis, Magellano Flybridge, S and Grande collections, it offers the widest range of 34 to 120-foot yachts. It has a presence in 70 countries through a network of 128 sales and assistance centres, as well as direct representation and assistance branches in Shanghai, Hong Kong, Fort Lauderdale (USA) and Itajai (Brazil).

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