

AZIMUT YACHTS SCORES ANOTHER BIG SUCCESS AT FLIBS 2020 ENCOURAGING SIGNALS FROM AMERICA AND 14 NEW OWNERS!

Florida saw the conclusion a few days ago of the 2020 FLIBS, one of the key boat shows for Azimut Yachts on the American market, which despite the complexities of this historical moment, has reported positive results this year too, with an interesting number of visitors and 14 yachts contracted.

November 2020

The 61st FLIBS once again confirmed Azimut Yachts' market leadership in America. Despite the complicated circumstances connected to the international sanitary emergency, the brand reported more than satisfactory visitor attendance at the boat show (it was actually up on last year during the opening days) and **new contracts underway** for a full 14 units. The shipyard took **10 models** representing five Collections to the show, including the new Magellano 25 Metri, making its debut on the American market.

Federico Ferrante, president of Azimut|Benetti America, commented: "We were sure that the organisers would manage participants' safety in the best way possible and we're aware of the huge impact that this show has on the boat industry and everyone who depends on this sector, which is why we were determined to take part in this year's FLIBS despite the huge uncertainties caused by the current situation. It could have been risky, but now we're proud that we followed our instincts, which have proved to be right!"

The numbers are incredibly positive, with attendance figures for the first two days, typically the most productive at the boat show, up 12% on 2019. Overall, across the five-day event, all the models on show attracted great interest and Azimut Yachts entered into contracts for a full 14 units, 12 in the US market and 2 in Latin America market.

As can be seen, the Americas confirm once again that they are a key market for the brand, which is the top foreign shipyard by total sales and number of years on the US market.

Another big success was the evening event organised by Azimut Yachts at the Pérez Art Museum Miami, with special guests museum director Franklin Sirmans and Italian General Consul in Miami Cristiano Musillo, during which Open Your Eyes was projected, the short film in which director Gabriele Muccino pays tribute to Italian beauty and art, produced in partnership with Azimut Yachts for the worldwide launch of the new Magellano 25 Metri. The event was included within the Italian Design Day 2020 "Designing the future. Development, innovation, sustainability, beauty", an annual thematic review promoted by the Ministry for Foreign Affairs and International Cooperation in collaboration and with the support of the Ministry for Cultural Heritage and Activities and for Tourism, as a support to promote and increase the international awareness of Italian design and the internationalization of the Made in Italy system as a whole.

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 80

countries through a network of 138 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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