

In Cannes, the fourth Yachting Gala, the most exclusive and prestigious private boat show
AZIMUT-BENETTI GROUP: In Cannes, the fourth Yachting Gala, the most exclusive and prestigious private boat show. 25 boats from the three Group brands (Azimut Yachts, Atlantis and Benetti) available for the one thousand plus guests arriving from all over the world, both for sea-going trials and an exclusive cruise to the Lérins Islands.

The first preview of the new Azimut 64.

After Varazze and Viareggio, Azimut-Benetti Group has chosen the international charm of the Cote d'Azur for the fourth Yachting Gala, the now traditional event that attracts over one thousand visitors from every corner of the world, every year. They're drawn by the amazing opportunity to take part in a real private boat show: two days jam-packed with surprises and events.

This year, the event programme was inspired by the atmosphere of the most exclusive yachting clubs: dream boats on course for islands set in crystal-clear waters, elegant breakfasts on the beach, candle-lit dinners just a stone's throw from the sea. Additionally there will be a gala evening with night-time yacht parade, a Gloria Gaynor concert and, as a finale, a dance party right on the beach.

It's in this wonderful context that the company has chosen to present its latest addition: the Azimut 64, a yacht over 20 metres in length, the natural successor to the Azimut 62, a model that has had unprecedented sales success, with 200 sold across the world. The Azimut 64, probably the most complete flybridge in its category, is distinguished by its stylistic innovation, exceptional safety levels and excellent sailing qualities.

"The Yachting Gala is the best testimony to our desire to always place the customer at the heart of our programmes" said Paolo Vitelli, President and majority shareholder of Azimut-Benetti Group. "Our success over the last forty years is inextricably linked to the satisfaction and loyalty of our customers. As well as offering products that are unique in terms of design and technology, and an accurate and very high standard of service, we want to continue to surprise our customers by providing ever-more exclusive and high quality events, as would be expected from a market leader."

In Port Canto, the guests of the Yachting Gala, which this year sees a significant number of visitors from Brazil, the emerging luxury boat target market, had a fleet of 25 boats at their disposal for visits and sea-going trials. There was also a romantic cruise towards the Lérins Islands just off the coast, where a visit was planned to the famous Cistercian monastery of Notre Dame de Lérins.

The luxurious, exclusive atmosphere of this year's Yachting Gala was further enhanced by the top level partners who have chosen to contribute to the success of the event: BMW; Damiani; Lavazza; Montblanc;



La Perla; Pratesi; Wills, the luxury car hire firm; artists Serge Van de Put and Rodolfo Viola; Foglizzo, creator of luxury leather furniture; Cantine Scrimaglio; haute couture stylist Marco Contiello; MTU, manufacturer of advanced diesel engines and the Private Banking division of Intesa Sanpaolo.

Azimut-Benetti is the leading and most prestigious builder of mega yachts in the world. The Group, which owns the prestigious brands Azimut Yachts, Benetti and Atlantis (each targeting a specific area of the nautical market) as well as Fraser Yachts, a leading brand in the services sector, operates in 67 countries worldwide via a sales network of 138 offices.