

## SINGAPORE YACHT SHOW 2019

### GROUPE BENETEAU OUTLINES ITS GROWTH & INNOVATION STRATEGY IN ASIA PACIFIC

Hong Kong, 12 April 2019 – During the Singapore Yacht Show, Groupe Beneteau hosted its annual media lunch to share its global and local development strategies for the Asia Pacific region. Three Singapore Premieres were held by leading brands Lagoon and Prestige.

Groupe Beneteau CEO Hervé Gastinel recalled that in the 2018-19 season, the brands of the Group launched 32 new sailboat and motorboat models. He then focused on two strategic areas of the Group's global transformation plan – Transform to Perform – where innovation has a major role to play: product development and improvement to services.

Since 2017, Groupe Beneteau has launched major product innovations such as:

- SHIP CONTROL, a digital solution that interconnects all of the onboard systems (navigation, safety, comfort). It is now rolled out as standard on various Beneteau and Prestige models;
- Connectivity, and the easy boating concept, which offer greater safety and simplicity during navigation and port maneuvers, as illustrated with the newest DockSense solution proposed by Raymarine on Prestige models.

Gastinel also stressed the importance for the leading boatbuilder of developing environmentally-friendly boating.

"Innovation is not only about products. I believe that digital transformation is also revolutionizing the way people go boating", he remarked. Groupe Beneteau has developed a number of key initiatives in this field, launching:

- Two boat clubs in Europe – Beneteau Boat Club and Jeanneau x Freedom Boat Club;
- Leasyboat – a complete care leasing offer;
- A shared ownership solution in partnership with Sailtime;
- The online boating platform bandofboats.com

### A Strong Presence in Asia Pacific

Present in the region since 2003, Groupe Beneteau has strengthened its operations even further, building a stronger dealer network and opening a regional office based in Hong Kong. Asia Pacific accounted for €96.6 million of Group's total boating revenues in

[www.beneteau-group.com](http://www.beneteau-group.com)

Ivy JIN  
i.jin@beneteau-group.com  
Room 1102-3, 11th Floor, Shun Kwong Commercial Building, 8 Des Voeux Road West, Hong Kong

FY2017-18, up 27.3% compared to the previous year. All 12 brands (over 200 boat models between 15 and 105ft) are distributed in the region, ranging from sailing monohulls and motorboats to motoryachts and catamarans.

### Three Singapore Premieres at the Singapore Yacht Show

Six of Groupe Beneteau's brands are exhibiting at the Singapore Yacht Show 2019, which has established itself as one of Asia's leading yacht and luxury shows.

Beneteau, Jeanneau, Lagoon, Prestige, Monte Carlo Yachts, and the US brand Four Winns are presenting an amazing line-up of 14 models. Three will have their Singapore debut at the show, namely:

- Catamarans **Lagoon SEVENTY 7, Lagoon 40,**
- Luxury motoryacht **Prestige 630.**

### Visitor Information for the Singapore Yacht Show 2019

Date: April 11<sup>th</sup> – 14<sup>th</sup>, 2019

Venue: ONE<sup>°</sup>15 Marina Sentosa Cove, Singapore

SAILING	MOTORBOATING
<b>LAGOON</b> Lagoon 50 Lagoon 450F <b>Lagoon 40 – Singapore Premiere</b> <b>Lagoon SEVENTY 7 – Singapore Premiere</b>	<b>BENETEAU</b> Gran Turismo 50 Gran Turismo 46 Gran Turismo 40 Antares 8 Flyer 7.7
	<b>JEANNEAU</b> Merry Fisher 895 NC 33
	<b>PRESTIGE</b> <b>Prestige 630 – Singapore Premiere</b>
	<b>MONTE CARLO YACHTS</b> MCY 86
	<b>FOUR WINNS</b> HD 270 OB

## About Groupe Beneteau

Groupe Beneteau stands out in Europe and worldwide thanks to its longevity and its exceptionally diverse range of products. Founded in 1884, the family-owned yard has evolved over time from fishing vessels to leisure boating, then diversifying into new industrial sectors. The Group has developed unique skillsets and technical know-how. Today, through its Boat and Housing business lines, its activities are truly international.

As the boating industry's global market leader, Groupe Beneteau, through its Boat division's 12 brands, offers over 200 recreational boat models serving its customers' diverse navigational needs and uses, from sailing to motorboating, monohulls, and catamarans.

Leading the European leisure homes market, the three brands in the Group's Housing division offer a comprehensive range of leisure homes, lodges, and pods, which combine eco-design with high standards of quality, comfort and practicality.

With its international industrial capabilities and global sales network, the Group employs nearly 7,400 people, primarily in France, the US, Poland, Italy, and China.

[www.beneteau-group.com](http://www.beneteau-group.com)