



## Groupe Beneteau debuts 12 new models in Fort Lauderdale. Further cements its leading market position in North America.

**Fort Lauderdale, FL • USA** — With 12 new models premiering, and fully 1/3 of its worldwide revenues now attributed to North America, Groupe Beneteau enters the Fort Lauderdale International Boat Show with understandable enthusiasm. As 7 of the company's 12 brands will be displaying models in nearly every product category, its overall market leadership continues to grow as it enters the 2019-2020 retail show season.

### **A clear, continued commitment to bring the best boats for its customers...**

Gianguido Girotti, Group's Deputy CEO in charge of Product & Brand Strategy opened the press review recalling that *"Groupe Beneteau is the only builder in the world to offer such rich and deep ranges. My aim is to continue developing our brands and their market shares thanks to a fine-grained brand architecture, effectively targeted product investments and efficient distribution networks."*

Groupe Beneteau has committed approx. \$44 million in each of the past three years to considerable new product development across all of its brands and boat ranges. This investment is already paying off, as more than half of the 200 models offered by its 12 brands are less than three years old.

### **... and develop its dealership networks in North America**

Groupe Beneteau Americas, which is responsible for the company's North American operations, credits a strong, innovative product portfolio, and steady dealer recruitment/development for its success this past year. This, together with expanded manufacturing facilities in Cadillac, MI and Marion, SC, has enhanced the company's production capacities.

*"Each of our brands have added significant dealer coverage in key markets this past year, and allowed the addition of other Groupe Beneteau brands into existing dealerships,"* said Patrick Blake, Vice President of Channel Management and Marketing, Groupe Beneteau Americas. *"This tells us each brand is doing a lot of things right, and continues to strengthen our position across multiple segments,"* Blake added.

(MORE)

MODELS ON DISPLAY AT FORT LAUDERDALE INTERNATIONAL BOAT SHOW  
MODEL PREMIERS SHOWN IN **BOLD**

<b>BENETEAU – POWER</b>  <b>MONTE CARLO 52</b> MONTE CARLO 6 <b>GRAN TURISMO 36 OB</b> GRAN TURISMO 46 GRAN TURISMO 50 SWIFT TRAWLER 35 <b>SWIFT TRAWLER 41</b> SWIFT TRAWLER 47 ANTARES 23 ANTARES 27 FLYER 23 SUNdeck <b>FLYER 32</b>  <b>BENETEAU - SAIL</b> Oceanis 51.1	<b>JEANNEAU</b>  NC 33 NC 37 LEADER 33 LEADER 46 NC 795 SPORT NC 795 <b>NC 895 SPORT</b> NC 895 <b>NC 1095 FLY</b> NC 1095 LEADER 9.0 CC LEADER 10.5
<b>MONTE CARLO YACHTS</b>  <b>MCY 66</b> <b>MCY 70</b> <b>MCY 76</b> MCY 80	<b>PRESTIGE</b>  <b>420 FLY</b> 460 S 460 FLY 520 S 520 FLY 590 FLY 630 FLY 690 FLY
<b>FOUR WINNS</b>  HD 220 OB HD 270 OB HORIZON 350 OB VISTA 355 COUPE OB	<b>SCARAB JET BOATS</b>  165 G 195 ID 195 OPEN 255 OPEN <b>285 ID – DEBUT EVENT 2:30 PM, Friday, Nov. 1.</b> Bahia Mar – 1037/1038
<b>WELLCRAFT</b>  162 FISHERMAN 182 FISHERMAN 202 FISHERMAN 222 FISHERMAN 242 FISHERMAN 262 FISHERMAN 302 FISHERMAN 352 FISHERMAN <b>402 FISHERMAN – DEBUT EVENT 2:30 PM, Thursday, Oct. 31.</b> Convention Center – Booth 2016/2017	

(MORE)

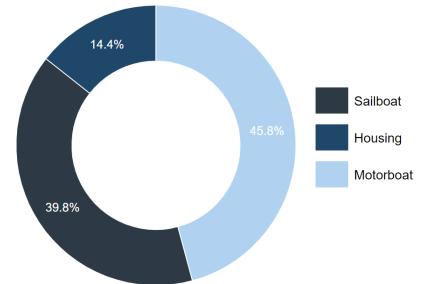
## ABOUT GROUPE BENETEAU

The recreational boating industry's global market leader, Groupe Beneteau, through its Boat Division's 12 brands, offers over 200 boat models across multiple use profiles, including sailing, power boating, mono-hulls, and catamarans.

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

With its international industrial capabilities and global sales network, the Group employs over 8,200 people, primarily in France, the US, Poland, Italy, and China.

FY 2018-19 Group revenues: EUR 1336.2M



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