



## GROUPE BENETEAU UNVEILS EXCITING NEW AMBITIONS FOR GLASTRON

**Saint-Gilles-Croix-de-Vie, October 25, 2023** - Groupe Beneteau, a global leader in recreational boating, is charting a bold course for its historical brand, **Glastron**, poised to usher in a new era in the world of boating. Focusing on an expanding market for day boat rentals and boat clubs, Glastron's innovative strategy is set to redefine how professionals and boating enthusiasts alike experience the water.

### CAPTIVATING THE DAY BOAT MARKET



Celebrated for over six decades of legacy, Glastron has always been looking towards the future by tuning into trends. Once again, the brand adapts its offer to the highly growing and demanding day boat rental and boat club sector.

Loyal to its DNA, Glastron will continue to design accessible and affordable boats combining ease of use with practicality and will equip them for enduring durability in high-demand environments. The brand will focus on optimized products, as well as specific warranty and pricing programs for professionals.

### YOUR BOAT CLUB'S PIONEERING INITIATIVE

In a landmark move, **Your Boat Club**, a rapidly growing boat club with partial ownership under the Groupe Beneteau umbrella, with already 40 unique locations in Florida, Minnesota, Wisconsin, Illinois and France, has chosen to incorporate Glastron boats into its fleet. Your Boat Club boasts an impressively youthful fleet, with an average vessel age just above one year, reflecting their commitment to delivering the latest boating experiences to their members. By integrating the Glastron line of products into its business model, Your Boat Club seeks to elevate its already exceptional member's experience to new heights.





This strategic partnership is set to revolutionize the way boat rental businesses across the United States operate, making the Glastron range of boats readily available to partner boat rental enterprises. Groupe Beneteau is excited to introduce these dynamic changes, making the vision of unforgettable family adventures a reality for an even wider audience.

## **GLASTRON : A HERITAGE OF CREATING UNFORGETTABLE FAMILY ENJOYMENT**

Glastron, a name steeped in a legacy of exceptional boating experiences, remains dedicated to its core mission of designing boats that bring families closer to the water while keeping affordability in mind. Offering a diverse range of six models, spanning from 19 to 24 feet, including GX series bow riders and GT series deck boats, Glastron caters to an array of preferences with a keen focus on performance, safety and user comfort.

Glastron's commitment to crafting boats that stand the test of time is evident in their world-renowned hull design, setting industry standards for strength, stability, and longevity. The boats also feature quality power packages, ensuring seamless performance and reliability. From the comfort-focused cockpit to their dedication to durability, Glastron boats are designed to create memorable family enjoyments and provide a pleasant, hassle-free boating experience for renters and owners alike.



## **ABOUT Your Boat Club**

Founded in 2010, Your Boat Club offers unlimited use boat club memberships and rental options for people who want to enjoy the boating experience without all the hassle. YBC provides more than 40,000 boat trips annually on its fleet of more than 500 boats. YBC has been widely regarded as regional champion for the boat club membership model and has grown to include unique 40 locations in Florida, Minnesota, Wisconsin, Illinois and France. Learn more about YBC including membership and rental opportunities, fleet details and locations, go to: [www.yourboatclub.com](http://www.yourboatclub.com)

Boat Club and partnerships enquiries: +1 612-208-1800

## **ABOUT GROUPE BENETEAU**

Founded in Vendée 139 years ago by Benjamin Bénéteau, Groupe Beneteau today has international industrial capabilities, with 22 production sites, and a global sales network. In 2022, Groupe Beneteau recorded €1.5bn of revenues, employing around 8,000 people, primarily in France, the United States, Poland, Italy and Portugal.

A global market leader, Groupe Beneteau, thanks to its Boat division's nine brands, offers more than 150 recreational boat models serving its customers' diverse navigational needs and uses, from sailing to motorboating, monohulls and catamarans.

Through its Boating Solutions division, the Group is also present in the daily or weekly rental services, marina, digital and financing sectors.

Its Housing division is a major European player for leisure homes, lodges and pods, with its three brands offering a wide range of products. It has 900 employees across six production sites in France and one in Italy, and generated €257.2m of revenues in 2022.

Learn more at: <https://www.beneteau-group.com/en/>

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