



At the Cannes Yachting Festival, Groupe Beneteau is on the offensive: 24 new models and its NEO refit program expanded to JEANNEAU, BENETEAU and LAGOON.

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At the Cannes Yachting Festival, Groupe Beneteau is unveiling 24 new models for the 2026-2027 season and continuing the acceleration launched as part of its plan for 66 model launches between 2025 and 2027.

In a market still marked by uncertainty and longer purchase decision cycles, the Group is choosing to stay on the offensive by acting on the levers it controls: products, services and the customer experience. It is focusing its action on three priorities: reducing the environmental impact of boating, making boating more accessible and continuing to move its offering upmarket. NEO is the Group's pre-owned boat refit program, now expanded to JEANNEAU and BENETEAU after LAGOON.

"In an uncertain market, we are not choosing to wait. We continue to invest, accelerate and act on the levers we control. Our strategy is clear: to offer the right products and the right services, from accessible boating to premium," said Bruno Thivoyon, Chairman of the Management Board of Groupe Beneteau.

66 launches in three years: the acceleration is starting to deliver

With 66 launches planned between 2025 and 2027, Groupe Beneteau is increasing the pace of range renewal by 50% compared with the previous three years. 23 models were launched in 2025 and 24 will be introduced for the 2026-2027 season.

The first results support this strategy: models launched in 2025 account for nearly 30% of first-half 2026 sales. Over the same period, retail sales increased by 14% compared with the first half of 2025.

To support this acceleration, Groupe Beneteau has evolved its product organization around a new cross-functional Design Center bringing together product, naval architecture and design expertise. This organization gives the Group the capacity to manage a high number of developments simultaneously and sustain this unprecedented pace of launches.

24 new models to renew the offering, from accessible boating to premium

The season's 24 new models reflect the Group's strategy across its portfolio: accessibility, renewal of the core market, new use cases and premiumization.

In monohull sailing, BENETEAU and JEANNEAU are continuing to renew their ranges with the First 36 Spirit, Oceanis 42, Sun Odyssey 385 and First 60. Together, they span accessible performance, the core market and premium sailing.



In multihulls, the Group is strengthening several complementary positions: the Lagoon 47 renews the core range, the Excess 16 becomes the brand's new flagship, while the Lagoon Eighty3 expands the premium power-catamaran offering. With the Sea Loft 480, JEANNEAU is also turning a concept presented last year into a production model targeting charter, tourism and the hotel sector.





In dayboating, the Group is accelerating the renewal of its offering. The Jeanneau Cap Camarat 6.0 CC addresses the need for an accessible and competitive entry point; the Beneteau Flyer 30 supports the brand's development in new segments, notably in North America; JEANNEAU is launching a new range with the EX 34, available in Hardtop and Cabin versions; and WELLCRAFT continues its development with the new 33 T-Top and 33 Explorer.

In motor yachting, BENETEAU is continuing the renewal of its ranges with the Gran Turismo 40 Open, Gran Turismo 45 Open and Gran Turismo 45, together with the new Swift Trawler 43 and Swift Trawler 49. The Gran Turismo 50, presented in Cannes, also illustrates the partnership developed with Alpine.



PRESTIGE, meanwhile, is delivering the largest launch program in its history with five models. The brand is broadening its offering from the C43, a new entry point into the Prestige universe, to the new F6.7 flagship, while continuing to develop its multihull range with the M6 and M8 evolutions.

The Group is also expanding its service offering to make boating more accessible and support boaters throughout the life of their boat. Wiziboat offers subscription-based boating from 34 bases; dedicated solutions support owners in using, personalizing and managing their boat; and Seanapps now connects more than 15,000 boats to monitor usage, facilitate maintenance and

improve owner support. This ambition to support both the customer and the boat over time is now extending to the pre-owned market through the rollout of NEO.

NEO: from 2 to 8 models to give boats a second life and make pre-owned boating more accessible

Following an initial phase with two LAGOON models, Groupe Beneteau is accelerating the rollout of NEO, its pre-owned boat refit program: it is expanding from 2 to 8 models across three reference brands — LAGOON, BENETEAU and JEANNEAU.

NEO is part of the Group's environmental strategy, which focuses on four levers: naval architecture, energy management, materials and extending boat life through refit. These levers contribute to the Group's target of reducing Scope 3 CO₂ emissions by 30% by 2030 compared with 2022.

By giving boats a second life, NEO addresses both circularity and accessibility, enabling new customers to access boats reconditioned and modernized by the manufacturer. For every new boat sold, three to five pre-owned boats change hands. With NEO, Groupe Beneteau aims to play a more active role in this market and broaden its service offering around boats already in use.

To do so, the Group can draw on the strengths of a manufacturer: in-depth knowledge of the boats it has designed and built, original technical data for each unit, three specialized Mediterranean sites with direct sea access, and the industrial expertise required to modernize boats and integrate the latest technologies.

"With NEO, we are acting both to extend the life of our boats and to make them more accessible. The pre-owned market is an important part of the customer journey, and we have many strengths that enable us to bring greater value to it," said Bruno Thivoyon.

56 models on display at the Cannes Yachting Festival, including 18 new models

Groupe Beneteau is presenting 56 models at the Cannes Yachting Festival, including 18 new models for the 2026-2027 season and 11 world premieres.

The Group will also meet with the press on September 10 for an update on E-LEKTRA Marine, developed with Fountaine Pajot around the electrification of sailing boats.

ABOUT GROUPE BENETEAU

Founded in Vendée, France, 140 years ago by Benjamin Bénéteau, Groupe Beneteau is now a global reference in the boating industry. With an international industrial footprint of 16 production sites and a worldwide sales network, the Group generated revenue of nearly €850 million in 2025 and employs more than 6,200 people, mainly in France, the United States, Poland, Italy, Portugal and Tunisia.

True to its mission – Bringing dreams to water – Groupe Beneteau designs and builds boats and services that deliver a unique boating experience. Through its brands, the Group offers a broad range covering diverse uses and boating projects, sail or power, monohull or catamaran.

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