Groupe Beneteau plans new Mediterranean hub for large-yacht services and refit

Canet-en-Roussillon, October 23, 2026

At Les Occasions du Multicoque et du Refit, Groupe Beneteau announces plans for a new 15,000-square-meter site in Canet-en-Roussillon, France. The site will expand the Group's services for large yachts and its capacity to refit pre-owned boats in the Mediterranean, drawing on BMS's expertise. The facility is expected to become operational in mid-2029.

"By combining BMS's expertise with the Group's resources, we aim to develop a Mediterranean hub in Canet dedicated to services for large yachts. We are convinced of the potential of refitting pre-owned boats and see this as a new opportunity to scale up Groupe Beneteau's NEO program, with the ambition of making this site a global benchmark in the 60- to 80-foot segment," said Clément Himily, Managing Director of Groupe Beneteau's Sailing Business Unit.



A NEW SITE TO EXPAND SERVICES FOR LARGE YACHTS

Integrated into the Group in October 2025, BMS specializes in the maintenance, customization and refit of large catamarans.
The future site will extend this expertise to the Group's large yachts—including sailing and power catamarans and monohulls over 60 feet. Preparation and installation of equipment on new boats will also be expanded.
The project calls for approximately 2,200 square meters of built space, subject to the necessary studies and permits. This area could be doubled in a second phase, with an optional additional 10,000-square-meter land extension. The project builds on the Group's strategy of organizing its service operations at sites with direct waterfront access. In Les Sables-d'Olonne, the future Port Olona 3 hub is expected to strengthen the preparation, customization and commissioning of new boats.

NEO: A REFIT PROGRAM SET TO SCALE UP

The future site will provide additional capacity for NEO, the Group's program for refitting pre-owned boats. Its expansion, announced at the Cannes Yachting Festival, increases the offering from two to eight models across the LAGOON, BENETEAU and JEANNEAU brands. NEO aims to extend boats' service lives and make refurbished and upgraded boats, restored by their original manufacturer, more accessible.
For boat owners, NEO combines the manufacturer's expertise with work tailored to each model. The refit process draws on original plans, composite molds and parts lists indexed by hull number to define the work required and identify the appropriate parts. A comprehensive inspection, adherence to Groupe Beneteau brand standards and the use of the Group's integrated expertise help ensure a high level of quality throughout the process.
Following two successful projects in the first half of the year — the refit of a Lagoon 42 and a Lagoon 450 — the NEO program continues to expand.
The Group is targeting annual output of 130 refitted boats by 2030. By then, the Canet site could handle approximately 10 large yachts per year, in coordination with the Group's other hubs.

A TRAINING SPACE FOR OWNERS AND CREWS

In a second phase, a dedicated space for owners and crews could offer training in boat handling, safety and the use of onboard systems, either on their own boat or on an equivalent model. This home base would also host customer academies and events.

ABOUT BMS



BMS: Expertise in Large Catamarans

Based in Canet-en-Roussillon, France, BMS specializes in the maintenance, customization and refit of large catamarans. Founded by Pascal Cantiran and Denis Ranjard, the company has established itself as a leading specialist thanks to its technical expertise and close relationships with boat owners. BMS has 20 employees and generated revenue of €3.3 million in 2025.

ABOUT GROUPE BENETEAU

Founded in Vendée 140 years ago by Benjamin Bénéteau, Groupe Beneteau is now a leading global player in the nautical industry. With an international industrial presence comprising 15 production sites and a global sales network, the Group generated sales of €850 million in 2025 and employs 6,200 people, mainly in France, Poland, Italy, Portugal and Tunisia.

True to its mission – Bringing dreams to water – Groupe Beneteau imagines and designs boats and services that offer a unique sailing experience. Through its nine brands, its Boating division offers more than 135 pleasure craft models, catering to the diverse uses and sailing projects of its customers, whether sailing or motorboats, monohulls or catamarans.

Through its Boating Solutions division, the Group is also involved in daily and weekly rental services, marinas, digital services, and financing.

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