



Groupe Beneteau accelerates its launches and sees positive signals across key segments

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At the Boot Düsseldorf, Groupe Beneteau confirms a strategic choice made several months ago: investing in new models and accelerating product renewal to actively stimulate demand, rather than waiting for market recovery.

Strong consumer engagement confirms the relevance of news launches

Recent months have confirmed that the desire to go boating remains strong. High attendance at the Paris Nautic Show and strong engagement on new launches showed that when relevant products reach the market, customers respond.

Early market signals observed over recent months point to strong customer interest in the Group's latest launches, with increased attention driven by innovative content and revised price positioning.

This momentum is reflected at the Boot Düsseldorf, where Groupe Beneteau showcases **8 brands and 53 boats**, including **5 world premieres**, supported by its international dealer network in one of the most international boating events of the year.

A structured dynamic product roadmap designed to deliver fast and at scale

The Group's strategy has remained consistent: accelerate product renewal with stronger value propositions, controlled design-to-cost and customer-driven innovation.

By 2027, the Group's roadmap includes the launch of **66 new models**, leading to the renewal of more than **50%** of the portfolio in less than three years, across all brands and all major market segments. This represents one of the fastest and most comprehensive portfolio transformations in the industry.

A dynamic already confirmed by initial international awards

This acceleration has already been recognized with 15 distinctions received in 2025. It has also been confirmed at Boot Düsseldorf with two "European Yacht of the Year 2026" titles awarded to the BENETEAU First 30 and the Excess 13 catamaran.

JEANNEAU enters the promising motor multihull market with the TH range



With the new **TH33** and **TH38**, unveiled at Boot Düsseldorf, JEANNEAU is entering the motor multihull segment. Initially developed under the FOUR WINNS brand, the TH concept is now fully integrated into the JEANNEAU portfolio, supporting the growth of this market through one of the Group's most international brands and its dealer network.

This new range meets the expectations of customers looking for versatile, easy-to-use boats with a bold design, offering a new way to sail in comfort and style, particularly in key markets such as the Mediterranean and the United States.

Clear priorities guided by usage, accessibility and upscale development

Sailing monohulls: From accessible performance and to high end sailing

Several new models have launched over the past twelve months to illustrate clear access-to-step-up logic. The **Beneteau First 30**, already adopted by around **150 owners worldwide**, confirms demand for accessible performance sailing, while the **Beneteau**



First 60 represents the largest and most advanced First ever built, addressing the high-performance cruising segment. Cruising ranges are also renewed with models such as the **Jeanneau Sun Odyssey 415 and 455**, and **Beneteau Oceanis 47 and 52**, strengthening the Group's position in the core leisure monohull sailing market.



Multihulls: strong positioning to suit all sailing styles



In multihulls, innovation focuses on addressing clearly differentiated lifestyles and sailing expectations. New models such as the **Lagoon 38** and the **Excess 13** illustrate this approach, with distinct positioning in terms of comfort, sailing sensations and onboard experience. This brand-driven strategy allows the Group to broaden the multihull customer base while reinforcing the specific identity of each brand.

Beyond private ownership, multihull development is also closely connected to professional usage, making charter a key dimension of product strategy across several ranges.

Charter (rental market): a key lever for democratizing sailing and renewing fleets



Charter is considered a key strategic lever for the Group, supporting both broader access to boating and professional fleet renewal. Charter requirements are integrated upstream into new model development, with several launches developed in close cooperation with charter operators.

Today, around **60% of new monohull and multihull models** are designed with charter usage in mind. The **Jeanneau Sea Loft 480** illustrates this approach by promoting simpler onboard living, make **boating more accessible and sustainable** for a wider audience.

Motor yachting: gateway to yachting and premium step-up

In motor yachting, rapid range renewal supports both entry-level access and premium progression. In less than twelve months, **BENETEAU has launched three new Gran Turismo models and two new Swift Trawler**, while the **Gran Turismo Alpine Editions**, developed in collaboration with Alpine, introduce a sportier and more distinctive design identity. At the same time, **PRESTIGE** continues to expand its multihull range with the **M7 and the second-generation M8**, while also introducing the new **Prestige F6.7** as the flagship of the F-Line, further reinforcing clear upgrade paths across the range.



Dayboating: usages multiplication drives momentum in the segment



In dayboating, innovation is driven by versatility and real-life usage. JEANNEAU strengthens its leadership in this segment with the **Merry Fisher 1095 Coupé Série2**, while also entering the twin-hull power dayboat category with the new **TH33 and TH38**, presented as world premieres at the Boot Düsseldorf.

Alongside this European acceleration, **WELLCRAFT** continues its international expansion with **the new 28 T-Top and 28 Explorer**, following the success of the 38 T-Top, with more than **100 pre-orders** recorded ahead of official launch, confirming strong commercial traction for the brand in both Europe and the USA.



A long-term strategy focused on innovation, relevance and execution

Innovation and investment remain deliberate strategic choices to stimulate demand in a demanding environment. Supported by **nine complementary brands, strong industrial capabilities and a global dealer network**, Groupe Beneteau is able to deploy innovation rapidly and consistently across markets.



"We chose to invest and accelerate when the market became more demanding, because this is exactly when innovation matters most for customers."
Gianguido GIROTTI, Chief Executive Officer

With an accelerated product roadmap and clearly positioned brands, Groupe Beneteau continues to focus on what drives long-term growth: relevant products, accessible boating experiences and strong brand identities.

ABOUT GROUPE BENETEAU

Founded in Vendée 140 years ago by Benjamin Bénéteau, Groupe Beneteau is today a world leader in the boating industry. With an international industrial presence spanning 16 production sites and a worldwide commercial network, the Group generated revenue of €1 billion in 2024 and has a workforce of nearly 7000 employees mainly in France, United States, Poland, Italy, Portugal, and Tunisia. True to its mission – Bringing dreams to water – Groupe Beneteau designs and builds boats and services to make every experience on the water truly unique. Through its nine brands, its Boat division offers more than 135 boat models craft to meet the diverse needs and sailing projects of its customers, whether sailing or motoring, monohull or catamaran. Through its Boating Solutions division, the Groupe Beneteau is also involved in services covering daily or weekly boat hire, marinas, the digital sector and financing.

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