



Groupe Beneteau Introduces Dedicated Marine Finance Program for Australian Customers

New South Wales, Australia, August 3, 2026

Powered by MitchCap and MitchMarket Finance, the new finance program is designed to elevate the boat ownership journey for Australian customers and support dealer growth across the Groupe Beneteau network.

Groupe Beneteau Finance Australia has officially launched in the Australian market introducing a dedicated customer finance solution designed to make premium boat ownership more accessible, streamlined and confidence-led for Australian buyers.

Powered by **MitchCap**, a leading Australian marine finance specialist, the new program brings together Groupe Beneteau's global boating heritage with MitchCap's local finance expertise to support customers, dealers and the broader marine retail ecosystem.

The launch marks an important milestone for marine retail finance in Australia, creating a structured finance pathway for customers purchasing through participating Australian Groupe Beneteau dealerships. The program has been designed to support a more seamless ownership journey, from initial enquiry through to finance assessment, approval and settlement.

Under the campaign platform **"Experience Boat Ownership - The Premium Way"**, Groupe Beneteau Finance Australia offers customers access to tailored marine finance options, flexible repayment structures and a dedicated finance experience aligned to the expectations of today's boating lifestyle customer.

For eligible applicants, the launch offer includes an introductory fixed rate of 6.99% p.a.* for the first two years. The offer is subject to credit approval, eligibility criteria, fees, terms and conditions.

Paul Mitchell, CEO of MitchCap, said the launch reflects a growing opportunity to bring greater structure, simplicity and confidence to marine finance in Australia.

"This is a significant step forward for premium marine retail finance in Australia. Customers are looking for more than access to finance - they want clarity, speed, flexibility and confidence throughout the ownership journey. Groupe Beneteau Finance Australia has been created to deliver that experience, while giving dealers a stronger platform to support customer conversion and long-term growth."

Yann Masselot, Groupe Beneteau Chief Sales Officer, confirms:

"We are delighted to announce this new partnership with Mitchcap for retail financing for our end customers in Australia. This agreement, which covers all Beneteau Group brands, demonstrates our commitment to offering our Australian customers tailored and accessible financing solutions that match their boating projects. We look forward to building this long-term collaboration with a team that shares our commitment to quality service."

The program will be made available through participating Australian Groupe Beneteau dealerships, giving dealers access to finance support, customer-facing tools and tailored solutions designed to help more Australians move from aspiration to ownership.

The official launch at Sanctuary Cove International Boat Show 2026 provided an ideal platform to introduce the program to dealers, customers and industry stakeholders. The event, held on Australia's Gold Coast from 21–24 May 2026, is positioned by organisers as one of the Southern Hemisphere's leading boating lifestyle events.

Through the launch of Groupe Beneteau Finance Australia, Groupe Beneteau and MitchCap aim to strengthen the premium ownership experience, support dealer network growth and help more Australian customers begin their boating journey with confidence.

For more information, customers are encouraged to speak with participating Australian Groupe Beneteau dealers or contact MitchCap.

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 €849 million in 2025 and has a workforce of more than 6400 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.

ABOUT MITHCAP

MitchCap is Australia's leading non-bank financier specialising in distribution and inventory finance supporting manufacturers, distributors, dealers and customers across leisure, lifestyle and asset finance markets. In the marine sector, MitchCap works with industry partners and dealer networks to deliver tailored finance solutions that support growth, customer access and commercial performance.

MitchCap has been endorsed by the Boating Industry Association and Boating Industry Association of Victoria as a Preferred Finance Company to the marine industry, according to the BIA's announcement.

Disclaimer: 6.99% p.a. interest rate. Comparison rate 7.35% p.a. Comparison rate based on a secured loan of \$500,000 over a term of 2 years. This comparison rate applies only to the example given and may not include all fees and charges. Different terms, fees or other loan amounts may result in a different comparison rate. Fees and charges are payable. Interest rates after the first two years may vary depending on the application, credit score and applicable lending criteria. Any calculations or estimates do not constitute an offer of credit or a formal credit quote and do not take into account your objectives, financial situation or needs. All applications for credit are subject to verification and lender approval. [MitchMarket Finance Pty Ltd](#) (ABN 36 634 783 627) is an authorised credit representative (ACL 545790).

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