



**Groupe Beneteau celebrates 140 years of innovation and competition at the 10th edition of the Vendée Globe: when ocean racing inspires new technologies to enrich the sailing experience.**

*October 15, 2024 - Saint-Gilles-Croix-de-Vie*

To mark its 140th anniversary, Groupe Beneteau, the world leader in boating based in Saint-Gilles-Croix-de-Vie and with 8 shipyards in the Vendée region, will be present at the Vendée Globe 2024 Village. With its BENETEAU brand, which has been a partner of this emblematic race for 20 years, the Group will be highlighting the technological innovation that links competition and yachting. Visitors will be able to discover the “Le Paddock” stand, meet employees and skippers from the Figaro Paprec race, and take part in an immersive experience via Virtual Regatta, with exceptional prizes to be won.

**140 YEARS OF INNOVATION: OFFSHORE RACING, A LABORATORY FOR BOATING**

For Groupe Beneteau, offshore racing is much more than a sporting competition: it's a veritable testing ground for cutting-edge technologies, which are then integrated into its boats. Each model takes advantage of innovations tested in extreme racing conditions to offer skippers exceptional performance, without compromising on comfort or safety.

Since its creation in 1884, BENETEAU has combined tradition and modernity, introducing innovative materials such as polyester as early as the 1960s, revolutionizing the nautical industry. The First 30, the first production boat to win the Aurore Race (ex Figaro Paprec Race), paved the way for later models such as the Beneteau First 36, which continues to embody this alliance between performance and comfort. Similarly, JEANNEAU's experience in designing multihulls such as Pierre 1er and Fleury Michon IX gave birth to LAGOON, the world's leading catamaran brand.

This dynamic continues with major advances, such as the introduction of Elium® recyclable resin, tested in extreme conditions and integrated into the Jeanneau Sun Fast 30 OD and then the Beneteau Oceanis Yacht 60, the first large sailboat in the world to incorporate this technology.

**THE PADDOCK: THE GROUPE BENETEAU STAND AT THE HEART OF THE ACTION**

The official Groupe Beneteau stand, nicknamed “Le Paddock”, will offer a unique immersion into the world of offshore racing and boating. Groupe Beneteau employees will be delighted to welcome the general public, as well as skippers from the Figaro Paprec race, who will explain the specific features of the Figaro 3 Beneteau. Visitors will be able to get up close and personal with the Group's iconic boat, and talk to the teams about the technological innovations that power both racing and cruising boats.

The Figaro 3 Beneteau, a cornerstone of the early days of ocean racing, will be at the center of the exhibition, testifying to the synergy between racing and boating. This boat has trained several Vendée Globe legends, as two-time race winner Michel Desjoyeaux explained:

*"Doing the Solitaire du Figaro is a school for the Vendée Globe. It's where skippers learn to master their boat and themselves in extreme conditions."*



## **GROUPE BENETEAU VIRTUAL REGATTA RACE**

Groupe Beneteau is also offering an exceptional interactive experience in partnership with Virtual Regatta. Sailing enthusiasts can slip into the shoes of a Vendée Globe skipper by taking part in a private race in the Groupe Beneteau colors, sailing in real time alongside the biggest names in the race and taking part in virtual regattas.

To make this experience even more memorable, Groupe Beneteau is offering a number of exceptional prizes:

1. A First 14 sailboat
  2. A week's cabin cruising in the Mediterranean
  3. A 12-month WIZIBOAT Premium package
- and 100 Virtual Regatta Full Pack codes.

## AN EVENT NOT TO BE MISSED

With 140 years of history, innovation and passion for the sea, Groupe Beneteau continues to shape the future of boating by building bridges between top-level competition and pleasure boating. Come to the Vendée Globe 2024 Village, which runs from October 19 to November 10, to discover this technological and human adventure and explore the boats that embody excellence both on the race course and off the coast.

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## ABOUT GROUPE BENETEAU

Founded in Vendée 140 years ago by Benjamin Bénéteau, Groupe Beneteau today boasts an international industrial presence with 23 production sites and a worldwide sales network. In 2023, Groupe Beneteau had sales of €1.785 billion and a workforce of nearly 8,000, mainly in France, the United States, Poland, Italy, Portugal and Tunisia.

A benchmark player worldwide, Groupe Beneteau offers, through the nine brands of its Boating division, more than 135 models of pleasure boats that meet the diverse uses and sailing projects of its customers, whether sailing or motoring, monohull or catamaran.

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

Its Habitat division is a major European player in the open-air hotel business. Its 3 brands offer a wide range of mobile homes. It employs 900 people at 6 production sites in France and 1 in Italy.

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