

Growth of around 20% for the Boat business in the 2010-11 season

During the 2010-11 season, which is coming to an end, the BENETEAU Group has once again achieved strong growth of around 20% for its **Boat division** in a global market that has picked up slightly. This performance, following on from the previous year's growth of around 16%, has been achieved thanks to the Group successfully capitalizing on its assets and talents.

In terms of its assets, the strength and recognition of its brands lead the way, followed by the drive and professionalism of its sales networks, which have worked remarkably well on both traditional and new markets. In this way, the Group has been able to successfully capitalize on its presence in strong-growth countries, combined with its development on new product segments.



Its sound financial position, underpinning the confidence and trust of all its partners, has enabled it to accelerate its developments at a crucial time for the recovery.

These sound foundations also represent an essential asset for its teams to express their talents in terms of both the creation of new products and technical innovation.

During the 2010-11 season, the Group launched 20 new models, after the previous season's 29.

More than 20 new models are planned for the coming season, 17 of which will be unveiled at the Cannes Boat and Yacht Show and the Grand Pavois show in La Rochelle.

More specifically, visitors to these two leading events will this year be able to discover the very latest models of yachts from BENETEAU (Oceanis 41, 45 and 48) and JEANNEAU (Sun Odyssey 379, 509, 44 DS).



For powerboats, the new Barracuda range will be unveiled in France by BENETEAU, alongside the Antares 780 and 880 and the two units which have been added to the Flyer Gran Turismo range, with a 44' and a 49' fly. JEANNEAU will be showing the latest creations from the Cap Camarat (8.5 CC) and Merry Fisher (755 and 855) ranges, as well as its all-new NC 9. In Cannes Prestige will be presenting the Prestige 500 fly for the first time in France. LAGOON will be unveiling the 2012 version of the LAGOON 620, whose interior has been completely redesigned by Nauta.



In the pontoon for large units, visitors to the Cannes Show will have the opportunity to admire three superyachts designed by Construction Navale Bordeaux - the CNB 100 Chrisco, CNB 77 and CNB 60 - as well as the latest creation from Monte Carlo Yachts - an elegant fly at close to 20 meters, the MCY 65.

The housing division has continued to develop in the Leisure Housing segment, as well as the Residential Housing segment, in line with the average rate forecast of around 10%.

The Leisure Housing business, with its IRM and O'Hara brands, has benefited from the outstanding development of the outdoor accommodation sector, driven by the dynamic performance of its players and the greater appeal of domestic destinations.

In the more recent Residential Housing activity - high-environmental performance and wooden-frame houses - the Group has carried out eight housing programs over the past year - for a total of 146 houses - in line with its objectives for the year.



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Two dedicated media sites : high-resolution copyright-free digital photos, press packs

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