

Boating leader Groupe Beneteau's CEO confident in Asia Pacific potential

Three Asia Premieres unveiled by Beneteau, Jeanneau and Lagoon

Singapore, 13 April 2018 – On the occasion of the Singapore Yacht Show, Groupe Beneteau held its first official press conference in the Asia Pacific area. A unique opportunity for Group CEO Hervé Gastinel to share its global and regional strategies, while three Asia premieres were unveiled by leading brands Beneteau, Jeanneau and Lagoon.

Opening the press conference, Group CEO Hervé Gastinel underlined how unique the Group is in the boating panorama. It operates a portfolio of 10 strong brands (over 200 boat models) that answer its customers' diverse boating needs and uses, from sailing to motorboating, monohulls and catamarans:

- **Dayboating** with the outboard offer of Jeanneau and Beneteau as well as the American brands Four Winns, Glastron, Wellcraft and Scarab
- **Cruising with family and friends**, whether sailing or motorboating, onboard the leading brands Beneteau, Jeanneau and catamarans Lagoon
- **Premium and luxury experience** with CNB large sailing yachts, Prestige and Monte Carlo Yachts (MCY) motoryachts

With Group's boating revenues above 1bn EURO and over 1,000 points of sales across the world, Asia Pacific represents just 5% of its current sales. Since 2003, Groupe Beneteau has taken several positive moves to strengthen its operation in the region, building an even stronger dealer network and moving the Group's Asia-Pacific regional headquarter to Hong Kong. The Group currently has 11 permanent employees and manages a network of more than 50 dealers in the region.

Unmissable Asia Premieres at Singapore Yacht Show

At the Singapore Yacht Show known as Asia's premier luxury lifestyle event, six brands – Beneteau, Jeanneau, Lagoon, Monte Carlo Yachts, Four Winns and Glastron – are exhibiting an amazing line-up of 14 display models. Three models will have their Asia debut at the show, namely the sailboats **Beneteau Oceanis 51.1 and Jeanneau Sun Odyssey 440, as well as catamaran Lagoon 50.**

Present in Singapore, brand leaders Carla Demaria (MCY), Jean-Paul Chapeleau (Jeanneau, Prestige), Vincent Arnaud (CNB), Thomas Gailly (Lagoon Sales Director), Paul Blanc and Thibaut de Montvalon (Groupe Beneteau Asia Pacific) shared their views with the medias about future development of the boating markets in Asia and stressed the importance they attach to the region and their Asian customers.

Visitor Information for the Singapore Yacht Show 2018

Date: April 12th – 15th, 2018

Venue: ONE°15 Marina Sentosa Cove, Singapore

SAILING	MOTORBOATING
BENETEAU Oceanis 51.1 – Asia Premiere	BENETEAU Monte Carlo 6 Gran Turismo 46 Flyer 7.7
JEANNEAU Sun Odyssey 440 – Asian Premiere Sun Odyssey 349	JEANNEAU Merry Fisher 895
LAGOON Lagoon 50 – Asia Premiere Lagoon 42	LAGOON Lagoon 630 MY
	MONTE CARLO YACHTS MCY 86 MCY 70
	FOUR WINNS HD 220 RS OB
	GLASTRON GT 245

About Groupe Beneteau

Groupe Beneteau stands out in Europe and worldwide thanks to its longevity and its exceptionally diverse range of products. Founded in 1884, the family-owned yard has evolved over time, from fishing vessels to leisure boating, then diversifying into new industrial sectors. The Group has developed unique skillsets and technical know-how. Today, through its Boat and Housing business lines, its activities are truly international.

As the boating industry's global market leader, Groupe Beneteau, through its Boat division's 10 brands, offers over 200 recreational boat models serving its customers' diverse navigational needs and uses, from sailing to motorboating, monohulls and catamarans.

Leading the European leisure homes market, the three brands from the Group's Housing division offer a comprehensive range of leisure homes, lodges and pods that combine eco-design with high standards of quality, comfort and practicality.

With its international industrial capabilities and global sales network, the Group employs 7,000 people, primarily in France, the US, Poland, Italy and China.

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