



PRESS KIT

*"Moderation is a fatal thing.
Nothing succeeds like excess!"*
Oscar Wilde

GENESIS

The world is changing, generations of sailors follow one another, their dreams evolve, but our job has always been to accompany them. Groupe Bénéteau, the world leader in recreational boating, is delighted to announce they are launching a new brand of catamarans. The cruising catamaran sector is doing extremely well, the group is firmly implanted with LAGOON, a leader in its field. However, we are convinced that there is room for more innovation, to launch a brand capable of appealing to new generations of sea enthusiasts, based on different criteria.



VISION

Setting sail today is the fulfilment of other desires, new approaches. Sailors now sail in many ways. Catamarans follow this trend more than ever: a 360° sea experience.

EXCESS embodies this vision and meets the new demands of aesthetics and simplicity, reflecting an active and spontaneous lifestyle trend of city dwellers searching for escape and outdoor sports.





THE SPIRIT

New sailors expect a brand to have an asserted, sporty, qualitative personality, whose bold style breaks away from the codes of classical sailing. EXCESS is made for them.

The shapes and spaces, everything was designed to meet the requirements of these generations who wish for a modern, fast and beautiful boat adapted to the new ways of envisioning life at sea, a sailing boat at one with their lifestyle.

STYLE

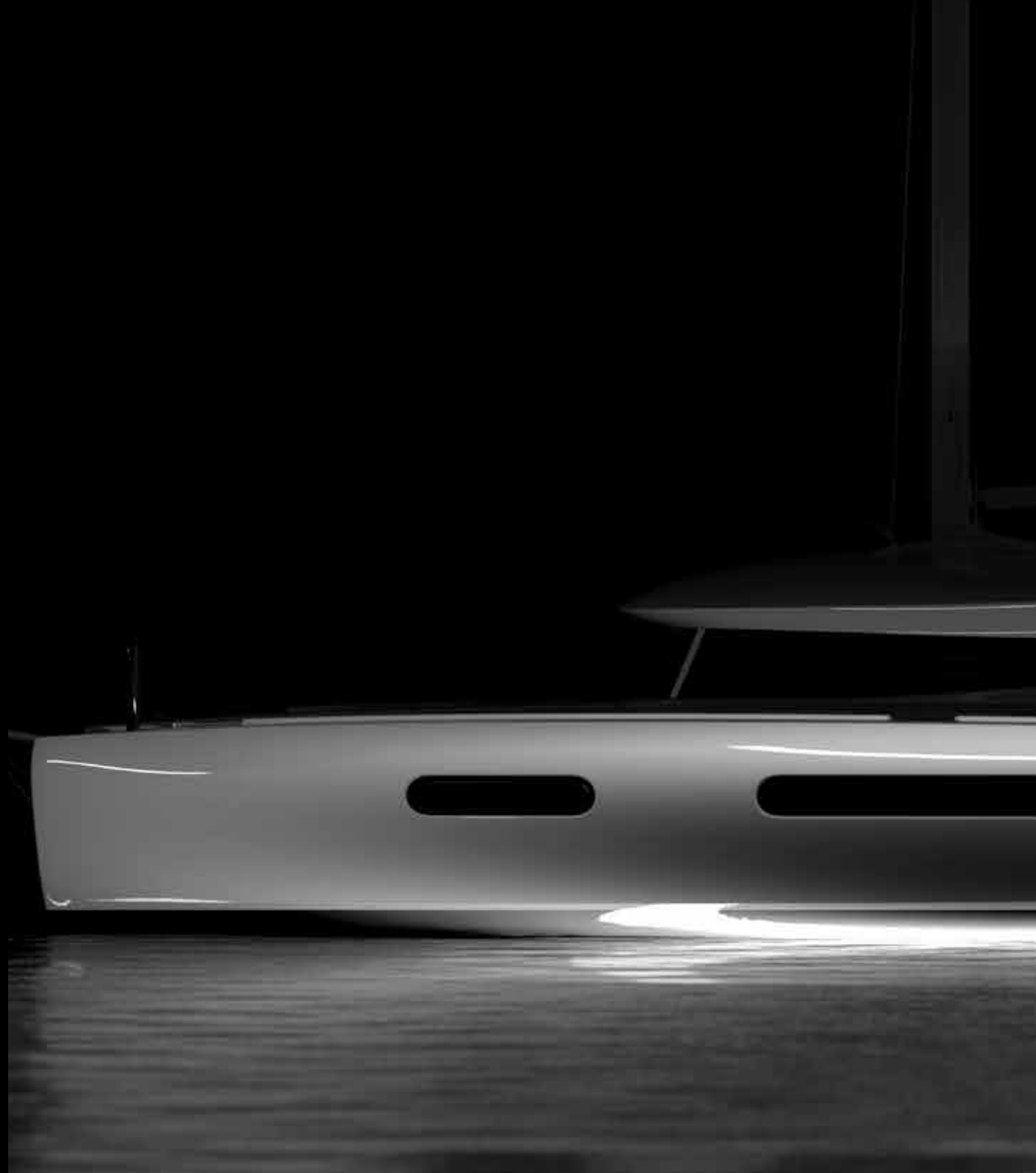
EXCESS embodies sportsmanship and modernity.

The design team has imagined sophisticated, balanced and refined boats with character. Thanks to the double rear helm, you'll be in direct contact with the sea and sails: thrills and sensations are guaranteed.

An EXCESS catamaran is also designed to live on, to stop over in a sheltered cove for a few days, near a sweet wave to surf or a reef to explore with your friends, in a day and age where it's become crucial to reconnect with the planet. Her living area was imagined around you.

The range was conceived with a bold aesthetic statement in mind. You can choose between three different interior worlds.

An EXCESS catamaran is a boat to your image.





Press kit

MANIFESTO

To all of those who live with a passion
Those who are exhilarated by the present
Those who do away with diktats and compromises
Those who get a buzz from sensations
Those who share simple pleasures and crazy outings
Let's follow our instinct.

Keep on believing in the thrill of spontaneity
Feeling alive when we embrace the wind and the elements
Taking responsibility for our sudden impulses and heart's desires,
Refusing what's expected of us,
Let's escape from the everyday to better reconnect.

Let's be aesthetes and pleasure seekers
Let's be sporty and sociable
Let's stand up to moderation
Let's go for the thrills of the EXCESS!

A full-page underwater photograph of a person diving into clear, turquoise water. The person is in a vertical position, head down, with their arms and legs extended. The water is bright and clear, with sunlight filtering through from above, creating a shimmering effect. The seabed is visible at the bottom, covered in sand and small rocks.

BE IM
M O D E
R A T E



Press kit

THE NEXT MEETINGS

JANUARY 2019

DUSSELDORF TRADESHOW

SEPTEMBER 2019

CANNES YACHTING FESTIVAL - OFFICIAL PUBLIC LAUNCH

PRESS CONTACT

Alexandre DAUBERVILLE

a.dauberville@cnb.fr

CNB

162, quai de brazza

CS 81217

33072 Bordeaux Cedex

France

EXCESS-CATAMARANS.COM



BE IMMODERATE



EXCESS-CATAMARANS.COM