



## Appointment: Martin Schemkes takes the helm of the DELPHIA brand

Groupe Beneteau is announcing today that Martin Schemkes has been appointed Brand Director of DELPHIA.



Previously in charge of sales management for the JEANNEAU and PRESTIGE brands in Central and Northern Europe, Martin Schemkes joined the Groupe Beneteau in 2000. Over the past 20 years, he has effectively developed the Central and North European markets and managed both sales and marketing for JEANNEAU powerboats and sailboats, as well as PRESTIGE motoryachts.

Prior to joining Groupe Beneteau, Martin Schemkes held various sales and marketing positions in the marine industry for boat and engine manufacturers. A Dutch national, Martin is a marine engineer with marketing training. He speaks English, German and French.

« DELPHIA boats are a true escape to your home on the water with reduced environmental impact thanks to its specific equipment and the use of electric propulsion » explains Martin Schemkes.



Acquired in 2018 by Groupe Beneteau, the DELPHIA brand will address the inland navigation segment with an offer of electric boats. A connoisseur of this type of navigation, for several months already Martin has been enthusiastically participating in the development of this new brand and its first models to explore nature in a sustainable way.

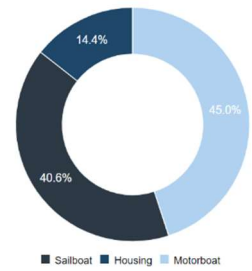
## ABOUT GROUPE BENETEAU

As the boating industry's global market leader, Groupe Beneteau, through its Boat Division's 12 brands, offers nearly 180 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 7,500 people, primarily in France, the US, Poland, Italy and China.

FY 2019-20 Group revenues: EUR 1344.4M



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