

GROUPE BENETEAU

Creating and innovating: a passion for 126 years



Photo: J.J. Bernier

The BENETEAU Group's brands are celebrating the 50th anniversary of the Paris Boat Show and presenting an outstanding range of new models at the Porte de Versailles event. Two new ranges, more than 20 new models and various major technological advances reflect the dynamic drive for creation and innovation among the BENETEAU, JEANNEAU, LAGOON, PRESTIGE, CNB and MONTE CARLO YACHTS brands.

Since the BENETEAU boatyard was founded in 1884, the company's men and women have cultivated a passion for the product and a constant focus on innovation. During the last few years, research efforts have been stepped up. The Group now has a high-tech R&D center, developing common solutions benefiting the products and processes of the Group's various brands.



Photo: N. Claris

MAJOR TECHNOLOGICAL INNOVATIONS

This strategy enables the various brands to access the best level of technology and know-how. More specifically, it has made it possible to develop an innovative hybrid propulsion concept, created in partnership with the Beneteau Foundation and the German ZF group.

This technological innovation has been implemented for the first time on a range of river cruising boats, with Le Boat 1500, developed by the Beneteau Group for TUI Marine.

Le Boat, silent navigation with solar power

Selected by the river cruising market leader TUI Marine, the BENETEAU Group has risen to a new challenge with *Le Boat*: working with Seaway to design and build a new range of hybrid boats for river cruising. Mission accomplished, with this fleet, which is particularly environmentally friendly, harnessing the most innovative technologies to ensure effortless cruising in the utmost comfort.



Image: Le Boat

Particularly environmentally friendly, *Le Boat* harnesses the most innovative technologies

Large solar panels supply the boat's batteries, with the power stored in this way making it possible to navigate - even on cloudy days - and run the electrical equipment and household appliances.



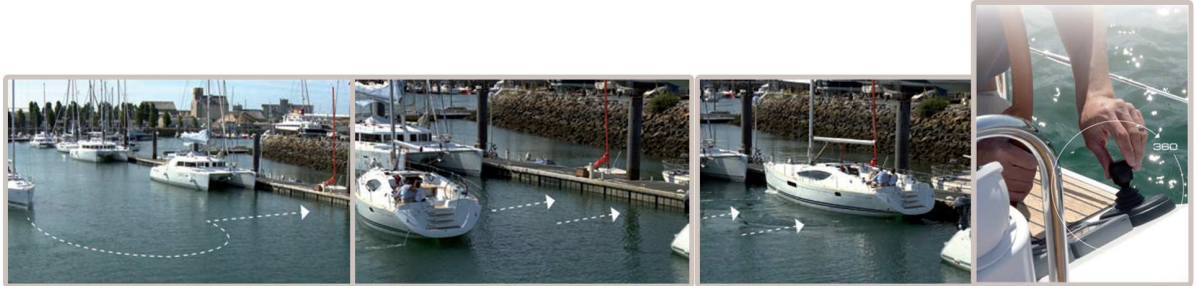
Image: Le Boat

Effortless cruising in the utmost comfort.

The entire *Le Boat 1500* range is equipped with hybrid propulsion and the joystick technology developed to facilitate handling. With production starting up during the first half of 2011, the range has four models, all of the same size.

The research on hybrid propulsion has led to another outstanding technological development: an **assistance system for in-port maneuvering**.

This system, exclusive in the yachting world, offers pleasure cruisers a remarkable level of handling for their yachts. Combining assistance from the engine and bow propulsion unit, it is equipped with an intuitive and user-friendly joystick which makes docking easier under all conditions, removing an obstacle that was holding customers back from buying large units.



When maneuvering in port becomes child's play!

SUSTAINED PLAN FOR NEW MODELS

- A new cruiser yacht range from BENETEAU. Created through the combined talent of BENETEAU, Nauta Design and Berret/Racoupeau, **SENSE** boasts an innovative design facilitating communication between the cockpit and the saloon, enabling easier access to the sea.



- Developed by JEANNEAU with Garroni and Premorel Concept, **NC 11** offers an original space design for a new approach to life on board.



- LAGOON has further strengthened its selection with the LAGOON 450 and 560, and now offers a full range of seven catamaran cruisers from 38 to 62 feet.



- New Flyer Gran Turismo range, with a perfect blend of performance, comfort and handling.



- PRESTIGE 2, a new generation design. With its very bright interior, wide open to the sea, it offers a harmonious blend of contemporary colors and materials.



INTERNATIONAL RECOGNITION

Remarkable arrival in the superyacht sector

→ **For the Monte Carlo Yachts 76...**

Two months on from its launch at the Cannes Boat and Yacht Show, the first unit from the Monte Carlo Yachts range has already picked up four major international awards, including the Nautical Design Award from the ADI industrial design association.

Named boat of the year for 2010 at the Genoa Boat Show, the MCY 76 received two awards at the World Yacht Trophies in Cannes and has picked up the Nautical Design Award. This elegant 23 meter flybridge has a groundbreaking design combining innovative solutions and leading-edge technologies. It is setting new records, achieving unprecedented success in the yachting world.



→ **...and the Prestige 60**

Nominated in the category for powerboats over 50 feet, the Prestige 60 was elected European boat of the year in 2010 by a panel of international journalists during the Düsseldorf show.



→ **Chrisco wins three awards**

CNB's 100 Chrisco has just received three international awards: two awards from the International Superyacht Society, as well as the Showboats International magazine's Newcomer Interior Design Award.

These prestigious awards recognize the work accomplished by the teams from CNB, liaising with the architect Luca Brenta and the interior designers Wetzels & Brown Partners.

Chrisco is the third CNB superyacht to have received global recognition, following *Only Now* in 2002 and *Hamilton II* in 2005.



OUTLOOK FOR 2011

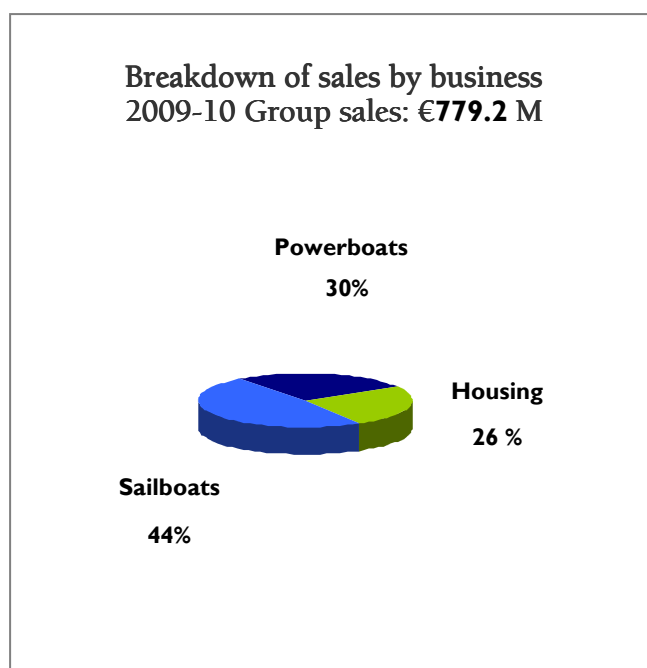
In light of the excellent response to the new models released and the level of business seen since the start of the season, the Beneteau Group is able to confirm that it is on track to achieve 20% growth in its Boat business over the 2011 season. Following the positive results from the autumn shows, it will be necessary to wait until the end of the winter shows to gauge the extent of the upturn on the various markets more accurately.

ABOUT THE BENETEAU GROUP

As the world's number-one sailboat builder, both mono- and multi-hull, the Bénéteau Group has continued to develop its business on the **powerboat** market, and is now one of the leading players in Europe.

On both sail and powerboats, the **Beneteau, Jeanneau, Lagoon** and **Prestige** brands are able to offer more than 100 models ranging from 20 to 60 feet. The Group has one of the most prestigious names for the custom construction of luxury yachts: **CNB**. It is expanding its range in the segment for powerboats over 15 meters with **Prestige Yachts** and **Monte Carlo Yachts**.

The Group is also a leading player on the **European leisure home market** and is developing its business on the market for **high environmental performance residential housing**. With the design and manufacturing of **wooden-frame houses**, it aims to make **quality homes that are accessible in terms of their pricing and compliant with sustainable development standards**.



Press contacts

Groupe Bénéteau - www.beneteau-group.com

Bérendère Corbel - : 33 (0)2 51 26 21 28 - b.corbel@beneteau-group.com



Bénéteau - www.beneteau.com

Nathalie Rocher-Piou - 33 (0)2 51 60 50 37 - beneteau-presse@beneteau.fr

Dedicated media section on www.beneteau.com

High-resolution copyright-free digital photos, press packs, diary for press tests and meetings.



Jeanneau - www.jeanneau.fr

&

Prestige - www.prestige-yachts.com

Roland Fardeau - 33 (0)2 51 64 20 95 - r.fardeau@jeanneau.fr

Delphine Baudry - 33 (0)2 51 64 20 82 - d.baudry@jeanneau.fr

Dedicated media site on <http://media.jeanneau.com>



Lagoon - www.cata-lagoon.com

&

CNB Yachts - www.cnb-yachts.com

Joël Jarrijon - 33 (0)5 57 80 85 50 - j.jarrijon@cnb.fr

Cécile Wittmann - 33 (0)5 57 80 85 50 - c.wittmann@cnb.fr

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

Lagoon : www.cata-lagoon.com/media

CNB Yachts : www.cnb-yachts.com/media



CNB Superyachts - www.cnb.fr

Olivier Lafourcade - 33 (0)5 57 80 85 57 - o.lafourcade@cnb.fr

Dedicated media site on www.cnb.fr/media



CNB Pro - www.cnbpro.com

Jean-Louis Chaput - 33 (0)5 57 80 85 54 - jl.chaput@cnb.fr



Monte Carlo Yachts - www.montecarloyachts.it

Carla Demaria - + 39 346 619 1015 - c.demaria@beneteau-group.com

Services associés

SGB

Myriam Akeniouine - 33 (0)3 20 65 60 09 - myriam.akeniouine@sgb-finance.com

Christian Telle - c.telle@sgbfinance.com



EYB

Frédéric Bonin - 33 (0)2 40 32 10 00 - : f.bonin@eyb.fr www.eyb-boats.com