

BÉNÉTEAU GROUP:
A DYNAMIC STRATEGY
TO MEET THE CHALLENGES AFTER THE CRISIS

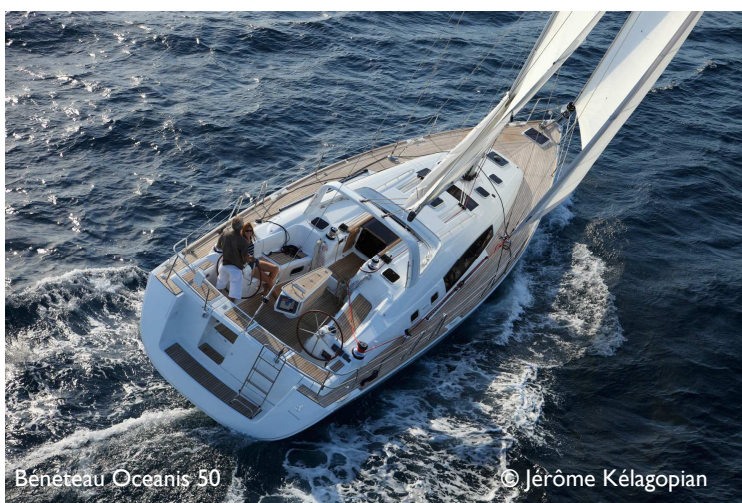
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BENETEAU GROUP:

A DYNAMIC STRATEGY TO MEET THE CHALLENGES AFTER THE CRISIS

Bénéteau, Jeanneau, Lagoon, Prestige and CNB are presenting no less than 29 new models for the 2009-2010 season, including eight extended ranges. This ambitious plan for new models, representing an increase of 50%, has further strengthened one of the most complete offerings on the market.



An effective strategy and a particularly healthy financial position have paved the way for the investment program to be stepped up. Today, the encouraging results seen at the autumn shows

confirm the Bénéteau Group's ambitions for growth for the season. Its ability to adapt to changes on the market and its responses to the new expectations of pleasure cruisers will enable the Group to further strengthen its positions when the recovery takes shape.



Sound foundations for ambitious objectives

The results achieved on the autumn shows reveal the change of behavior among customers, backing up the Group's forecasts for its growth to outpace the market, climbing by around 15% in a stable market. This ambition is underpinned by a dynamic strategy and sound foundations:

→ Exceptional innovation drive

The Bénéteau Group is deploying no less than 29 new boats, [including eight extended ranges], for the 2009-2010 season, compared with 18 in 2008. Some 50% more than last year, this unprecedented selection of new models is boosting the brands' appeal and consolidating the sales achieved since the start of the season.

Resulting from the brands' creative capabilities and the quality of the development teams, this program has been driven by the Group's responsiveness in terms of its industrial organization.



→ Strength of the brands

With their strong recognized brands, Bénéteau, Jeanneau, Lagoon, Prestige and CNB offer good quality and highly renowned products. Committed to listening to customers and ensuring their satisfaction, each brand maintains a close relationship with its boat owners, thanks to a network of 450 selected distributors worldwide.

Drawing on their technological innovation and design capabilities, the Group's brands are focused on meeting the expectations of pleasure cruisers, and above all anticipating future expectations, keeping pace with new lifestyles.



Comfortable and convivial living space

© Nicolas Claris

From year to year, pleasure cruisers are looking for ever more comfort and space. The vast majority of buyers expect them to offer an identical level of facilities to their main home. As a result of this trend, hull volumes are increasing steadily and considerably. Today, for an equivalent model and budget, the boats designed by the Group are larger, more spacious, better equipped and higher-performance. More specifically, the development teams' work involves devising a new layout for the boat's rear section - more open exterior, larger rear table - in order to facilitate communication between the saloon and the cockpit. This trend, which follows on from developments in housing, reveals a change in pleasure cruisers' practices and aspirations. The time spent at anchor is increasing steadily, leading to more space being set aside for living on board. The boat is first and foremost a convivial place where well-being and lifestyle are the key concerns.

→ Technological lead and industrial performance

notably based on:

- A modern and high-performance industrial tool
- The application of leading-edge techniques
- The acceleration of research and development efforts
- New methods to improve production

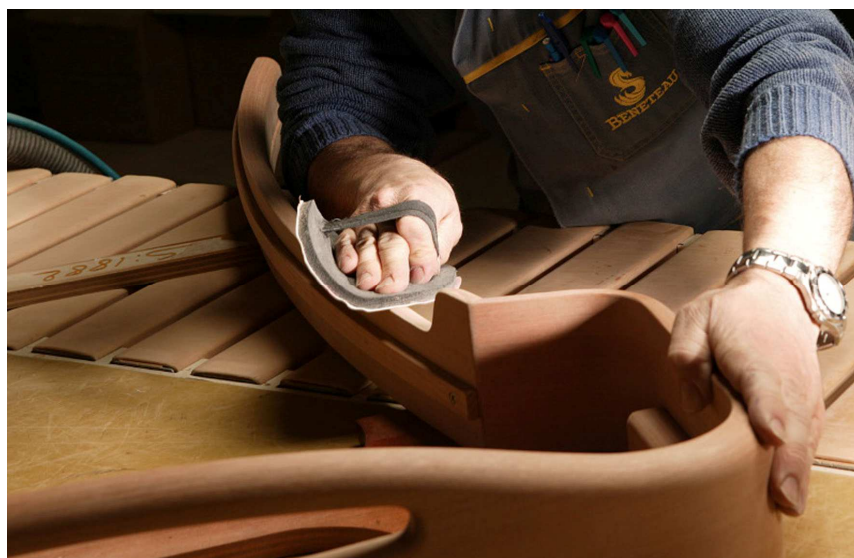
The constant optimization of design and manufacturing processes is helping bring production costs down and enabling sales prices to be lowered without any deterioration in profitability. This strategy is paying off, giving the Group's boats a competitive price positioning.



Photos © Nicolas Claris
Image 1 © Guillaume Plisson

→ Culture of expertise

The Bénéteau Group's teams are experts across more than 40 professions, from marine carpenters to cabinetmakers and woodworkers, mechanics, electronic and hydraulic engineers, with capabilities that are as advanced as they are diversified. For generations, the men and women have paid careful attention to detail and the perfection of their products. Created through exceptional know-how, the Bénéteau Group's boats embody a tradition of high quality.



Fine woodwork workshop

© Guillaume Plisson

At each stage in production, the expertise of the people is essential. Passing on knowledge and sharing skills within the Group are a priority. The training plan implemented is one of the biggest in the sector, ensuring the best technical level at all production levels.

→ A strong financial position

Unique in the pleasure cruising sector, the Beneteau Group financial position sound foundations that are particularly reassuring for its customers. The Group is free from any debt and has a total net cash position of over €110 million.

Challenges for after the crisis

→ Lasting trend and innovation

The crisis is accelerating changes in trends. In the pleasure cruising sector, environmental sensitivity is growing, with customers making ever greater ecological demands. Ostentatious luxury is tending to disappear, giving way to ethical and responsible luxury.



Prestige 60 - © Gilles Martin-Raget

For several years now, the design offices supporting the Group's brands have anticipated issues relating to the protection of the sea and coastal areas. Engineers and technical experts have been working to find innovative solutions in order to offer boats that are increasingly environmentally-friendly.

Preferred by the designers, natural fibers and tissues are developing at a considerable rate, replacing wood. In order to safeguard precious species and contribute to a better management of forest resources, Jeanneau and Bénéteau have chosen to use reconstituted wood for their boats' interior fittings. Created using a specific wood staining, cutting and assembly technique, they offer excellent technical qualities, combined with outstanding color consistency, while maintaining the characteristic grain of a classic wood.

The use of LED lighting systems (deployed on part of the range) is making it possible to optimize the luminous performance of interior and exterior lighting, while dividing daily power consumption for lighting by five.










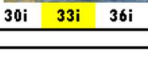

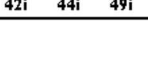










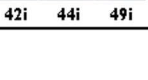



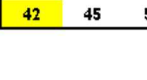




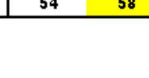




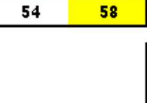





Research and development efforts are also focusing on:

- **Using ecodesign** for engines, through partnerships with the engine builders, aiming to reduce sound and gas emissions
- **Managing waste water more effectively**

→ Geographical market expansion

Present in Asia since 2005, the Bénéteau Group is preparing to accompany the development of emerging countries. Indeed, the growing importance of China, Brazil and India is opening up major sources of growth for the Group's brands.



Sail boats range 2009/2010		Monohulls							Catamarans									
		Regatta	Racing Cruiser	Cruise				Cruise										
10 news		Monotype	First	Sun Odyssey	Sun Odyssey DS	Jeanneau Yachts	Oceanis	Bordeaux	Lagoon									
5 models	20' - 30'	<div><div> Beneteau 25</div><div> 21.7</div><div> 25.7</div><div> Sun 2000</div><div> Sun 2500</div></div>																
14 models	30' - 40'	 Sunfast 3200	 Figaro Beneteau	 31.7	 35	 30i	 33i	 36i	 39i	 39	 31	 34	 37	 380	 400			
15 models	40' - 50'			 40	 45	 50	 42i	 44i	 49i	 42	 45	 50	 40	 43	 46	 50	 421	 440
6 models	50' - 60'					 J53	 J57	 54	 58				 500	 570				
2 models	60' - 70'							 BX 60	 620									

Jeanneau

Beneteau

Bordeaux

Lagoon

News 2009/2010

Sept 4th, 2009

Sept 4th, 2009

POWER BOATS RANGE 2009/2010 - 19 new models

DAYBOATS



OPEN
SUN DECK
CABIN

FLYER

500 ²	500	
550 ²	550	550
650 ²	650	650
	750	
	850	

CAP CAMARAT

505 CC		
555 CC	555 WA	555 DC
635 CC	635 WA	635 DC
	715 WA	
	755 WA	
	925 WA	

19 models

MOTOR CRUISER



OPEN
HARD TOP /
SPORT TOP
FLY BRIDGE

MONTE CARLO

MC 27		
MC 32	MC 32	
MC 37	MC 37	
	MC 42	
	MC 47	MC 47

PRESTIGE

	32	
	39	
	38 S	42
	42 S	46
	50 S2	50
		60

LEADER

8	
9	9
	10

20 models

CRUISING FISHING



OUTBOARD
INBOARD

ANTARES

A 580	A 6
A 650	
A 750	A 8
	30s
	30
	A 36
	A 42
	A 13,80

MERRY FISHER

585	
645	655
735	705
	8
	10

17 models

TRAWLER



SWIFT
TRAWLER

ST 34 s
ST 34
ST 42
ST 52

3 models

59 models

Jeanneau

Beneteau

New models 2009/2010

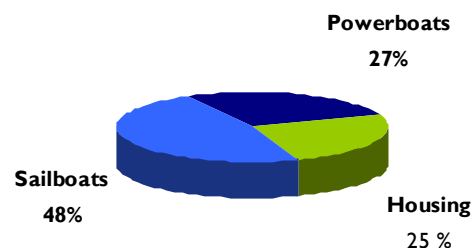
Sept 4th, 2009

ABOUT THE BENETEAU GROUP

The world's number-one sailboat builder, the Bénéteau Group is continuing to develop its business on the **powerboat** market. It is extending its range to units over 15 meters and is one of the leading players in Europe.

On both sail and powerboats, the **Bénéteau**, **Jeanneau**, **Lagoon** and **Prestige** brands offer more than 100 models ranging from 20 to 60 feet. The Group has one of the most prestigious signatures for the custom construction of high-end yachts: **CNB**. It is establishing itself on the segment for powerboats over 15 meters with **Monte Carlo Yachts**.

Breakdown of sales by business
Group sales for FY 2008-09: €658.9 M



The Group is also a major 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**.



www.beneteau-group.com

Bénéteau Group press information: Bérengère Corbel b.corbel@beneteau-group.com

Tel: +33 6 72 56 25 69 • +33 2 51 26 21 28 • Fax: +33 2 51 26 88 55

Press Contacts

Bénéteau Group - Bérangère **Corbel** Tél. : 33 (0)2 51 26 21 28
E-mail : b.corbel@beneteau-group.com www.beneteau-group.com

Bénéteau - Nathalie **Rocher-Piou** Tél : 33 (0)2 51 60 50 37
E-mail : beneteau-presse@beneteau.fr www.beneteau.com

Dedicated SAILBOAT media section on www.beneteau.com (Voile / Presse)

Dedicated MOTORBOAT media section on www.beneteau.com (Moteur/ Presse)
(High-resolution copyright-free digital photos, press packs, diary for press tests and meetings).

Bordeaux Yachts - Joël **Jarrijon** Tél : 33 (0)5 57 80 85 50 Email : j.jarrijon@cnb.fr
Cécile **Wittmann** Tél : 33 (0)5 57 80 85 50 Email : c.wittmann@cnb.fr
www.bordeauxyachts.com

Dedicated media site <http://www.bordeauxyachts.com/media/>

(High-resolution copyright-free digital photos)

CNB - Olivier **Lafourcade** Tél : 33 (0)5 57 80 85 57 Email : o.lafourcade@cnb.fr www.cnb.fr

Dedicated media site www.cnb.fr/media

CNB Pro - Jean-Louis **Chaput** Tél : 33 (0)5 57 80 85 54 Email : jl.chaput@cnb.fr
<http://www.cnb.fr/>

Jeanneau & Prestige - Roland **Fardeau** Tél. : 33 02 51 64 20 95
E-mail : r.fardeau@jeanneau.fr www.jeanneau.fr

Dedicated media site

<http://jeanneau.imagesenligne.com> (High-resolution copyright-free digital photos)

Lagoon - Joël **Jarrijon** Tél. : 33 (0)5 57 80 85 50 Email : j.jarrijon@cnb.fr
Cécile **Wittman** Tél : 33 (0)5 57 80 85 50 Email : c.wittmann@cnb.fr

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Services

SGB - Clémence **Persyn** Tél : 33 (0)3 20 65 60 57 Email : clemence.persyn@sgb-finance.com
Christian **Telle** Tél : c.telle@sgbfinance.com

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