



## ***Groupe Beneteau announces the acquisition of Sailing Atlantic Services and the development of a services center in Les Sables d'Olonne (France)***

Saint-Gilles-Croix-de-Vie, Les Sables d'Olonne,

Groupe Beneteau announces the acquisition of **Sailing Atlantic Services**, a company based in Vendée located in Les Sables d'Olonne (France). A long-standing partner of the Group for 25 years, Sailing Atlantic Services specializes in the installation of navigation and safety equipment, boat customization, maintenance, and storage.

Each year, the site prepares between 130 and 150 boats, mainly for charter fleets operating in France and internationally, positioning Les Sables d'Olonne as a key location for the commissioning of Lagoon and Excess catamarans manufactured in Vendée by Groupe Beneteau.

At the same time, Groupe Beneteau has confirmed an investment in Les Sables d'Olonne for **the development of a service center in the Port Olona 3 area**, where the services of Sailing Atlantic Services will be set up.

Following the integration of BMS in October 2025 (Canet-en-Roussillon/ south of France), Groupe Beneteau is continuing to structure its service activities at sites with direct access to the water.



*Meeting with the SAS team led by Bruno Thivoyon, President of the Groupe Beneteau, and Denis Fauvet, current CEO*



*Future Groupe Beneteau service center in Port Olona 3, Les Sables d'Olonne  
Non-contractual photo*

### **Sailing Atlantic Services strengthens the Groupe Beneteau's service offering**

Founded in 2000, Sailing Atlantic Services has 11 employees and generated revenue of €1.8 million in 2025. By joining Groupe Beneteau, the company will retain its regional roots and governance, under the leadership of Denis Fauvet, Chief Executive Officer.

*"The acquisition of Sailing Atlantic Services is part of our commitment to building an ever more comprehensive range of services to enhance our customers' experience. It draws on recognized expertise and strong regional roots, which are an integral part of the Group's DNA,"* emphasizes Bruno Thivoyon, Chairman of the Groupe Beneteau Executive Board.

According to Denis Fauvet, CEO of Sailing Atlantic Services: *"This merger is the natural progression of many years of partnership based on trust. It will enable us to expand our range of prestations and bring more services to our customers."*

**In Les Sables d'Olonne, Groupe Beneteau is investing €3.3 million in a nautical services center targeting 300 launches per year, with commissioning scheduled for late 2027.**

Located in the **Port Olona 3** area, as part of the port's expansion, Groupe Beneteau's future services center is committed to signing a preliminary sales agreement on February 17, 2026, for **7,000 m<sup>2</sup>** in a firm tranche, supplemented by an optional tranche of **5,000 m<sup>2</sup>** to be exercised within five years. The **building permit is scheduled to be filed in September 2026**, with **commissioning targeted for December 2027**.

Backed by an investment of **€3.3 million**, which could reach **€4.5 million** with options, the project involves the construction of a building capable of accommodating larger **LAGOON**, **EXCESS multihulls** and **PRESTIGE** manufactured in Vendée. The future site will enhance the Group's boat customization, personalization, and commissioning capabilities, with an increase in capacity from around **120 launches today to 300 per year**.

The specifications for this future building also include environmental requirements, with the installation of **photovoltaic panels**, a **green roof**, optimization of surfaces to limit soil sealing, architecture focused on marine life and ecology, and compliance with **ART 2020** standards.

*"Les Sables d'Olonne is a key location for the Group in the Vendée region: with this new hub at Port Olona 3, this investment will enable us to get closer to our customers and improve the quality of our service, so that we can support each customer with their sailing projects,"* adds Bruno Thivoyon.

## **ABOUT GROUPE BENETEAU**

Founded in Vendée 140 years ago by Benjamin Bénéteau, Groupe Beneteau is now a leading global player in the nautical industry. With an international industrial presence comprising 16 production sites and a global sales network, the Group generated sales of €850 million in 2025 and employs more than 6,400 people, mainly in France, the United States, Poland, Italy, Portugal and Tunisia.

True to its mission – Bringing dreams to water – Groupe Beneteau imagines and designs boats and services that offer a unique sailing experience. Through its nine brands, its Boating division offers more than 135 pleasure craft models, catering to the diverse uses and sailing projects of its customers, whether sailing or motor boats, monohulls or catamarans. Through its Boating Solutions division, the Group is also involved in daily and weekly rental services, marinas, digital services, and financing.

## **CONTACT MÉDIAS**

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