

# Italian renaissance

After five hard years, Italy's superyacht sector has reorganised itself with new investors and exciting yacht designs - but how long will this 'recovery' last?

**MICHAEL VERDON REPORTS**

Italy continues to lead the world in both the linear length and number of 24m-plus superyacht builds. The 2016 number was close to 300 yachts either in build or on order. Other countries' numbers are not even close.

"The 286 Italian superyacht projects in 2016 are about equal to the total of the Netherlands, UK, USA and Taiwan," says Carla Demaria, president of Monte Carlo Yachts, and also president of UCINA, Italy's marine trade association. "The turnover of Italian manufacturers is about two-thirds of the total turnover for the global order book."

The top three builders, Azimut-Benetti, the Ferretti Group and Sanlorenzo, are all Italian. Demaria says that the number of 24m-plus Italian projects has dropped somewhat since 2011, when Italy's order book was 309.

"But the average size is far bigger than in the past," she says. "This transition from the superyacht to the gigayacht world is good for the Italian sector because those clients are normally less affected by economic issues."

The entry of Benetti into the 70m-plus gigayacht market with the launch of its 90m *Lionheart* this year, and the ongoing construction of its 107m superyacht, as well as two other gigayacht projects on its order book, has certainly helped lift the average length. As the superyacht division of the Azimut-Benetti Group, it had 44 projects on its order book as of July 2016, making it the undisputed global order book leader.

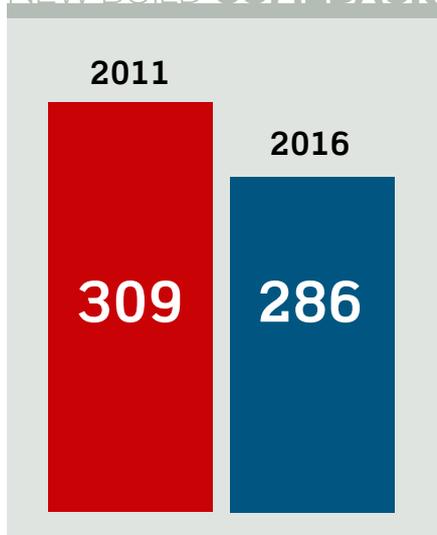
Benetti plans to launch a series of semi-custom yachts between 60m and 75m that will be built on spec to cut the delivery times for gigayacht clients who do not want to wait three to four years for a custom build.

"If you can offer a yacht of that size in two years which is stylish with a stunning layout, it will attract customers," says Fabio Ermetto, Benetti's chief commercial officer.

## 70m-plus sector

Italian ship builder Fincantieri also announced its re-entry into the 70m-plus yacht sector last year at Monaco, and later at Fort Lauderdale, unveiling plans with Ferrari designer Pininfarina for the 85m *Ottantacinque*. The partners describe the concept as the "technology of beauty" because of its scale and elegance.

## NEW BUILD COMEBACK



The Ferretti Group's CRN division has two 70m-plus superyachts under construction. It has also signed a contract for a 62m custom yacht. Stefano de Vivo, Ferretti's chief commercial officer, told *SB* that several other custom superyacht contracts are near finalisation.

"Bigger is better" seems to be the trend of Italy's superyacht sector, with most builders noticing a sizeable uptick in sales in 2015, often towards larger boats. Active queries have been higher than last year, although the actual orders have been slower to follow. Brexit, the US presidential election and the cooling of China's economy are among the geo-political reasons most yards give for the sense of caution among many clients.

"The number of buyers this year is substantially lower than last year," explains Fabio Ermetto. "But we see it as a temporary moment during a period of insecurity."

Beyond the gigayachts, other yards have noticed the supersizing effect across their boat lines. Monte Carlo's order book of nine of its new 105s pushes its average length much higher, while the Ferretti Group's Custom Line recently pushed its flagship up with the announcement of a new 37m. Next year, it will launch a new 42m model.

"We're only building yachts over 30m now," adds Rudolf Berglehner, of the Fipa Group. "Before 2010, we built 12 to 15 yachts

between 20m and 30m, most of them around 24m. Now we build five to seven, but all of them are from 30m to 35m."

Ermetto, however, sees levels of activity shifting across different segments. "The market seems more stable for yachts over 60m," he says. "When we talk to our competitors about the 50m market, we hear more about negotiations rather than actual sales."

Perini Navi recently launched the 38m *Dahlak*, and plans to launch the 70m *Sybaris*, its largest sailing yacht in 10 years, later this year. Perini managing director Burak Akgül remains "cautiously optimistic" about the market for his custom sailing superyachts, but he is less cautious than earlier this year.

"We're moving in a direction where the projects we'd hoped for seem to be finally heading towards fruition," he says.

## Viable options

Fincantieri's Francesco Denaro says the gigayacht market seems "stagnant" at the moment, but the company is seeing an increase in enquiries from high net-worth individuals around the world.

"As owners are becoming more educated, we're observing a shift of enquiries toward more credible potential owners," he says.

Denaro adds that the re-entry of Fincantieri into the sector gives owners a viable option beyond the usual choices in Northern Europe.

"Our affirmation puts us in the top-end, high-quality league that was formerly ruled exclusively by the German and Dutch yards."

That view is echoed by Luca Boldrini, who recently joined Picchiotti from CRN as the new sales manager for the Perini Navi Group's motoryacht brand.

"Looking at the Italian yacht industry, Perini Navi is the only name that is generally seen to match the quality of the Dutch and Germans," says Boldrini. "We're fortunate to share its best practices and be part of a group that is considered to have the highest level of quality and execution in its custom yachts."

Boldrini believes clients now seem willing to build custom yachts after a long, dry period. "One of the good things about the crisis is that it gave our industry an opportunity to develop more in terms of style and technology," he says. "We're also seeing

## Italian facilities by square metres



several trends happening at the same time. The industry is targeting a much larger world than it was ten years ago, with the inclusion of the Asia-Pacific countries. We're also seeing a generational shift. Before, we were targeting people of my father's age. Now, their sons and daughters are taking over the businesses. It's a very exciting time."

### Radical transitioning

Almost every Italian yard went through radical transitions during the financial crisis. Most turned to new product roll-outs, along with cut-rate pricing, during the downturn to keep the doors open. Two of the three largest builders, the Ferretti Group and Sanlorenzo, sold a sizeable ownership stake to non-Italian shareholders. Others, including Baglietto, Cerri, Cantieri di Pisa, Canados, Mondomarine, Leopard and ISA landed on hard financial times and changed owners. Some, like CdM, Wider, Arcadia and Monte Carlo joined the superyacht sector with niche designs. A handful of others such as Otam have dipped a toe into the sector by building one or two superyachts.

"The brands involved are still the same, as is the division between the large groups and the shipyards of tradition and specialisation," says Francesco Frediani, commercial director for Overmarine. "But the way they got to this point in time is very different. Some

underwent corporate reorganisations, others were forced to give up their companies to foreign investment groups, while others, including us, kept their identities and values by adapting to new market demands."

Whatever route they took, Italy's yards seem to be more intent on building newer, more compelling yacht designs for a global market. "We've turned to exports because the internal market disappeared," says Barbara Amerio of Amer Yachts. "In 2008, 50% of our sales were in Italy and the rest were mostly in Europe. In the last few years we've sold new and pre-owned Amer Yachts in the US, Russia, Israel, Dubai, Qatar, China and Vietnam."

Benetti's Ermetto sees a widening chasm. "The gap between the top players and minor players is getting wider," he says. "The larger companies continue to invest in their organisations and improve quality in their products. That increases the gap with the smaller, less financially secure yards. Buyers are looking for a good price, but they also want to know that their boats will actually be built."

Ermetto believes the constant improvements shown by the top Italian yards means they are closing in on their Dutch competitors. Improving reputations for building quality yachts means that price differences are also narrowing.

"Italian yards that have not lowered their quality or prices, and have delivered a quality yacht in a timely manner, have consolidated their positions," adds Boldroni. "Their production has spoken for itself." Price remains the primary consideration among buyers, according to most yards, though some see that changing, at least slightly.

Some are calling the 2015 turnaround a recovery, albeit a fragile one. UCINA's Demaria is hoping for two consistently positive sales years for Italy's yachting sector, with one eye on reports of increased activity and the other on geo-political instabilities.

"I'm feeling positive and nervous at the same time," she says, summing up the words of an industry that has worked hard on making a comeback. **SB**

One of the good things about the crisis is that it gave our industry an opportunity to develop more in terms of style and technology

## ▶ BAGLIETTO

### KEY FACTS:

- ▶ **Founded:** 1854
- ▶ **Size of shipyard:** 35,000m<sup>2</sup>
- ▶ **Direct employees:** 50
- ▶ **Average yacht size:** 40m
- ▶ **Location:** La Spezia
- ▶ **Web:** www.baglietto.com

The La Spezia shipyard has launched some compelling new designs – with eventual plans to launch four new yachts per year.

# 20

Millions of euros  
being invested in  
facility upgrades



## ▶ YARD OVERVIEW

Baglietto has been undergoing a strategic rebirth as it continues to modernise its shipyard. After acquiring Baglietto for €18m in 2012, the Gavio Group has invested another €20m in upgrading the facilities. The La Spezia yard has a 700t travel lift for hauling yachts up to 60m, with two more lifts being added. The waterfront facility has been expanded to 35,000m<sup>2</sup>, with two new covered facilities for building motoryachts up to 65m and expanded piers that will hold yachts up to 70m. The yard will eventually be able to accommodate 12 vessels under cover, both on land and sea.

### Long-term plans

“We’ve been working hard to upgrade the facility over the last three years,” says Michele Gavino, general manager. “In September, we’ll start extending and reinforcing our 80m piers, and the following year, we will cover them. The idea is that we will have four areas in the water where we can work on either new builds or refits, without tying up our land-based shed.”

Gavino describes the long-term plans for the yard. “The master plan includes construction of two yachts per year over the next year and that will jump to three

**The market seems stable. We’ve seen an increase in the number of enquiries because we’ve increased our visibility**

Michele Gavino, general manager



in several years,” he says. “We’ll eventually reach four new builds per year.”

In order to drive increased orders, Baglietto has also ramped up its new-product development schedule, with plans to stay in the 50m-80m range. A new 46m FAST design will be premiered at the upcoming Cannes and Monaco shows, but is due to be followed by larger models.

“We need to have new designs running in parallel with our new builds to bring us back where we need to be,” explains Gavino. “We’ll also be using more outside designers to create new interpretations of the Baglietto model. We’ll most likely display one of those new models at Cannes.”

Besides the 46m FAST, the company is now in the process of delivering a 54m. It has also started building a 48m displacement yacht (to be delivered next June), a 43m FAST model, and a new 55m design by Francesco Paszkowski in spec.

The new model designs feature style cues from past Baglietto models but with modern design elements.

The ambitious launch schedule is part of Baglietto’s comeback plan formed by Beniamino Gavio, chairman of parent Gavio Group. Gavino took the general manager position after meeting with Gavio. “He told me what Baglietto is now and what Baglietto would be soon,” says Gavino. “It was one of the best days of my professional life.”

### Solid foundation

Like Gavio, Gavino is an outsider to the superyacht industry, having held executive positions that included plant manager at an Italian beer giant, and quality-control manager at AugustaWestland.

Gavino, describing himself as a “lucky engineer” to have worked in diverse industries, brought disciplined processes that he is now applying to Baglietto.

“I always start with value stream mapping to help improve the flow of all resources, starting with materials,” he says. “Also, product development can benefit from other industries to enhance the development process and improve specific projects.”

Having a parent like the Gavio Group, which reported an annual €2.5bn turnover last year, also gives Baglietto a solid financial foundation that is not dependent on the cyclical yachting industry. Gavino believes in reviving the once-proud brand, which traces its roots back to 1854.

“The market seems more or less stable,” he says. “We’ve seen a huge increase in the number of enquiries because we’ve increased our visibility. We’ve repositioned ourselves as an old-heritage shipyard that works around quality rather than price.”

Baglietto has also increased its presence by opening a new office in Fort Lauderdale as well as expanding its distribution network in Asia and the Middle East. **S3**



Baglietto has ambitious plans for the future

**BENETTI****41**

Number of projects currently underway

**KEY FACTS:**

- ▶ **Founded:** 1873
- ▶ **Average yacht size:** 40m
- ▶ **Number of direct employees:** 2,000
- ▶ **Number of facilities:** 6
- ▶ **Number of yachts built to date:** 225
- ▶ **Web:** www.benettiyachts.it

As the perceived king of the superyacht world, Benetti is now turning to ever-larger yachts to sustain its formidable growth.

**YARD OVERVIEW**

Even without its sister brands, Azimut Yachts and Azimut Grande, Benetti would still dominate the global superyacht market in the size of its order book.

"We have 41 projects now underway, ranging from keels being laid to yachts being delivered," says Fabio Ermetto, Benetti's chief commercial officer. "Right now, our smallest yacht is 29m and the largest is over 100m. We're seeing the average length rising each year. Last year, we sold 18 yachts and seven of them were over 50m." Ermetto reports particularly strong demand for yachts over 60m, from clients who are often new to yachting.

**Larger yachts**

The early summer delivery of *Lionheart*, Benetti's new 90m flagship, was a milestone for the company. Slightly larger than the 85m Benetti *Kingdom 5KR* launched in 1980, *Lionheart* is one of the shipyard's most technically advanced builds. It is also the start of a gigayacht schedule that will pit the Italian yard against Dutch and German competitors.

"We've entered this part of the

**Benetti's 62m FB 264**

**We've entered this part of the business with three yachts above 100m. Our plan is to sell at least one gigayacht a year**

Vincenzo Poerio, CEO



business with three yachts above 100m," says Vincenzo Poerio, CEO of Benetti.

"Our plan is to sell at least one gigayacht each year to keep our facilities busy. The goal is to have four of these yachts in construction at the same time."

Benetti has always been willing to invest large sums for future projects. Even during the worst years of the recession, it launched five models in its semi-custom class series. Poerio says the yard will continue to invest in projects.

**Custom projects**

"We can use the knowledge we've gained on all these Custom projects for the semi-custom series," says Poerio.

"The advantage for our clients is that they can take delivery of a custom-sized superyacht much faster than they would on a typical Custom project. Of course, we have been very active with clients who prefer a Custom build."

Benetti continues to build both traditional and futuristic custom projects. The 63m *11/11*, launched earlier this year, was a close collaboration between Benetti and the yacht's owner, who owns a number of modern luxury hotels in London. Its plumb bow and curved after-sections give it a distinctive

profile, while the contemporary interior, defined by modern art, came from the owner's own designers. New projects like the 64m 268 should also prove to be significant marketing tools for Benetti because of the unique designs. "Like *11/11*, it's a project that shows our range of capabilities," says Poerio. "It also has a vertical bow, but many new features like a 12m swimming pool at the stern of the yacht. It should be a much talked-about project when it is launched in 2017."

Benetti also continues to add contemporary designs to its Class series. The new 116 *Mediterraneo* last year quickly found a US buyer. The company will also announce a new 29m *Delfino* to replace the *Delfino 93* at this year's Cannes show.

"We've made modifications on *Delfino* by designing a full-beam owner's cabin and offering a fifth crew cabin," says Poerio. "It also provides a panoramic view in the forward section." Both Class yachts were designed by Giorgio Cassetta, one of Italy's new band of hot, young designers.

The company continues to feed its prodigious production lines, says Ermetto, by having expanded its brand presence around most of the world.

"The market is a bit slower this year in terms of the deals being signed, but not the activity. They will happen. They might just take a bit longer than we expected." **SB**

## ▶ CANTIERE DELLE MARCHE

### KEY FACTS:

- ▶ **Founded:** 2011
- ▶ **Size of shipyard:** 35,000m<sup>2</sup>
- ▶ **Direct employees:** 20
- ▶ **Largest yacht built so far:** 34m
- ▶ **Location:** Ancona
- ▶ **Web:** [www.cantieredellemarche.it](http://www.cantieredellemarche.it)

When CdM launched during the worst of the downturn, a swift demise was predicted. Now it's the leading explorer builder.

**60**  
Percentage of  
world's expedition  
yachts built by  
CdM



## ▶ YARD OVERVIEW

"When we purchased the Custom Line facility in 2010, many people thought we were committing business suicide," says Vasco Buonpensiere, one of the founders of Cantieri delle Marche (CdM) in Ancona.

At the time, the Italian superyacht sector was just starting a five-year free fall, so the prospect of launching a new brand into an overcrowded field didn't seem like the smartest business decision.

Buonpensiere, with partners Ennio Cecchini and Gabriele Virgili, believed that a small yard devoted to expedition yachts could build a slow, steady business.

"We believed that we had found a niche for smaller expedition yachts made out of steel and aluminum," says Buonpensiere. "Nobody else was doing that at the time. Everything else was made out of GRP."

Six years after founding the company, CdM accounts for around 60 per cent of the total metal explorer yachts from 24m to 34m under production. It's not a huge niche by any measure, but it continues to grow faster than many other segments. Buonpensiere says that CdM has seen double-digit growth over the past 18 months, with the yard remaining focused on smart, sustained growth.

**We are not going to deliver more than three superyachts per year – at least until 2019. Our business goal has always been to get better**

Vasco Buonpensiere, founder

"We are not going to deliver more than three superyachts per year – at least until 2019," explains Buonpensiere. "Our business goal has always been to get better and better, not bigger and bigger."

### First tri-deck

In the last 12 months, CdM has delivered four of its original Darwin Class yachts, which range from 26m to 32m. It has also signed contracts every two to three months to build yachts over 30m, with deliveries planned until 2018/2019.

The build quality of CdM hulls, one of the primary selling points, makes for attractive refits. The boat's steel under the waterline, for instance, is 2.5 times thicker than RINA standards mandate. Beyond the intrepid hulls, Buonpensiere and Cecchini gave their clients a choice between a

traditional-looking Darwin Class trawler design or the more-ship-like Nauta Air (in 27m, 33m or 39m configurations) series. The yard has also launched its first tri-deck Nauta Air 108. The tri-deck configuration should help CdM reach a wider audience.

"Our superyachts appeal to clients who might have been put off by the traditional interiors found on most aluminum explorer yachts," says Buonpensiere.

### Ownership stake

Despite its fast growth, CdM has kept its workforce to about 20 permanent staff, relying on subcontractors for the customised interiors. Early on, CdM found a skillful way to assure quality control without the costs of a large workforce.

"We went to one of the main subcontractors in metal, carpentry, piping and joinery who works for some of the best shipyards in Italy," says Buonpensiere. "We gave them an ownership stake in the yard. Being an owner makes it a matter of pride to ensure their workers do quality work."

The second Darwin 86 launched, *Percheron*, became an instant hit with the owner, who cruised 12,000nm in 18 months, including a transatlantic crossing. The owner of another 86 also crossed the Atlantic in 2012, giving the smaller Darwins the reputation of being big passagemakers.

The business plan hatched in 2010 calling for slow, steady growth seems to show no signs of fading. Despite its success, CdM has also not attracted any serious copycats. Its market share could well balloon towards 80 per cent, if its sales trends continue. **SB**



CdM's market is a fast-growing niche

**CRN****KEY FACTS:**

- ▶ **Founded:** 1963
- ▶ **Size of shipyard:** 80,000m<sup>2</sup>
- ▶ **Direct employees:** 300
- ▶ **Average yacht length:** 46m
- ▶ **Location:** Ancona
- ▶ **Web:** www.crn-yacht.com

After a strong 2015, Ferretti is expecting its new 24m-plus models to swing it into profitability.

**3**

Number of yachts currently under construction

**YARD OVERVIEW**

The combined brands of the Ferretti Group continue to comprise the second-largest order book in the world, with many of the orders for Custom Line and larger Ferretti Yachts models adding to the volume. The Riva and Pershing brands are also building superyachts over 30m.

Ferretti, acquired in 2012 by China's Weichai Group, seems to have been on a roll in the last year, with sales rising 23 per cent compared to 2014. The €7m EBITDA was higher than the €1m forecast, and cut its loss in half compared to fiscal year 2014. The company expected to see profits for the first quarter of about €5m.

**Significant investment**

"This achievement would not have been possible without the introduction of innovative and cutting edge products that are the results of significant investments in research & development and of the design and construction capabilities of Ferretti Group," Alberto Galassi, CEO of the Ferretti Group said in April. He also said that new launches from Riva, Ferretti Yachts and Custom Line were "the absolute growth drivers" last year. The Group also announced that F Investments Sa, owned



The launch of CRN 73m *Yalla*

## Last year was an important year for CRN. We launched two of the most important superyachts in our brand's history

Stefano de Vivo, chief commercial officer

by the Ferrari family, had taken a 13.5 per cent stake in the company.

CRN, the Ferretti Group's custom superyacht division, also had a strong 2015. Lamberto Tacoli, its long-time chief executive, stepped down earlier this year and was replaced by Stefano de Vivo, the Ferretti Group's chief commercial officer.

"Last year was an important year for CRN," de Vivo told *SB*. "We launched two of the most important yachts in our brand's history. The 55m *Atlante* proved to be a no-compromise design, characterised by a unique style and experimental choices. The second, *Eight*, was the first CRN refit we've done at the shipyard. That is the first tangible step towards a new path of development."

Last year's Monaco show also saw the international introductions of 61m *Saramour* and 73m *Yalla*. "They were important because they were so different but showed our ability to harmonise our style with different build philosophies," says de Vivo.

This year, the yard has three yachts under construction: Hull 131 (74m), Hull 135 (79m), and Hull 136 (the 50m *Superconero*).

The company has also signed a new contract for a 62m custom vessel designated Hull 137. De Vivo sees a recovering market for the 50m sector. Besides the 62m contract, he says the yard has "ongoing negotiations" for several other projects.

The Ancona yard will build every Ferretti

Group superyacht from 45m to 100m.

"Thanks to our expertise in steel and aluminium manufacturing, we've become the official superyacht division of the Group," he says. "That means we're building the steel and/or aluminium vessels of Riva, like the Riva 50, as well as the Pershing 140 project. Ancona is also the place where Navetta Custom Line yachts are produced."

**New projects**

At Cannes, Custom Line presented its new 37m semi-displacement superyacht. The Navetta flagship has a new hull design with a bulbous bow that allows for much more interior space. It also has the shipyard's patented dual-mode transom.

The yard has also announced a new Navetta 42m, also designed by Studio Zuccon International, with a large master suite and the option of four VIP or five guest cabins. Expected to launch in 2018, it will become the first Custom Line over 300grt.

Among its smaller superyachts, the Ferretti Group last summer launched the Ferretti Yachts 850. Built at its Cattolica shipyard, the boat already has three orders. Riva Yachts will also show its first flybridge model, the Riva 100 Corsaro, at Cannes.

"The Riva has already impressed our owners," says de Vivo. "The first unit has already been sold in Asia and is under construction at La Spezia." **SB**

## MONDOMARINE

### KEY FACTS:

- ▶ **Founded:** 1978
- ▶ **Size of shipyard:** 35,000m<sup>2</sup>
- ▶ **Direct employees:** 100
- ▶ **Average yacht length:** 40m
- ▶ **Location:** Savona
- ▶ **Web:** www.mondomarine.mc

With fresh investment to double the size of its current facilities, Mondomarine is on course to start producing superyachts up to 80m in the near future.

# 64

Number of  
superyachts built  
since 2004



## YARD OVERVIEW

When Roberto Zambrini and Alessandro Falciai purchased Mondomarine in 2013, the business partners and life-long friends had a long-term vision that extended beyond just reviving an existing brand. They saw the potential for combining the yard's century-old record of building steel vessels with a small but nimble organisation.

"Last year, we celebrated the centenary of Cantieri Navali Campanella, which is now the Mondomarine shipyard," says Zambrini. "We have that long heritage to draw from. At the same time, we're extremely flexible and reactive. We realised that supplying a full custom project draft in a short time could be one of the keys to our success."

"We don't identify with a single designer but offer a range of projects by nine designers," Zambrini explains. "We're convinced that including a strong design with a fast turnaround provides added value in our relationship with clients."

### Stand out design

The yard has launched 64 superyachts in its history, including ten over 40m and six over 50m since 2004. Zambrini's favourite



**Fast turnaround and strong design**

**We realised that supplying a full custom project draft in a short time could be one of the keys to our success**

Roberto Zambrini, CEO



is the 41m *Serenity*, the first custom unit of its SF40 line launched last year. Its sleek exterior, with a vertical bow, was designed by Vallebona, while interiors were by Fatima Ahmed Al Maidan of SFL Design.

"Her design stands out," says Zambrini. "The unusual general arrangement assigns both the interior and exterior of the upper deck for the owner's exclusive use. It achieved the privacy the owner requested."

Another recent launch, the 50m *Ipanema*, also turned heads in the industry for its bright-red exterior. Mondomarine has also announced new concepts like the SF60, the M57 Eidos Project and SM45 Project Amerigo to show its design range. The company is currently building its M40 Explorer and M54 Superyacht, among others.

Mondomarine has been modernising its 35,000m<sup>2</sup> Savona yard, with 9,500m<sup>2</sup> under cover. "Our goal is to eventually double the size of our production facility so that we have space to build yachts up to 80m," says Zambrini. The yard has also established sales and marketing offices in Monaco, not only to increase global reach, but also to reverse the reputation of being a strictly domestic Italian shipyard.

Last year's big news was the yard's acquisition of Cantieri di Pisa and the resurrection of the historic Akhir line. Zambrini, managing director of the yard when it stopped production in 2010, knew

the facilities well. He saw the potential for reinventing the brand by using its past. He says that the Akhir line immediately attracted interest.

### New niche market

"Designer Luca Dini was very good in reinterpreting and innovating," says Zambrini. "There is a strong understanding among experienced boaters what the Akhir name represents."

Currently, the 108 and 118 are under construction. Zambrini says that the company will soon have "interesting news" about the flagship 42S.

Cantieri di Pisa's new 22m design is also aimed at superyacht owners who want to downsize to a boat they can manage themselves. The retro-looking 22m craft is fully customisable, which Zambrini admits appeals to a highly select clientele. "It's the niche we're targeting – a very specific niche," he says.

Mondomarine's strongest markets are the Middle East and Europe, though the company has also been targeting the Americas. "We are experiencing growth in the US which will probably last for some years to come," says Zambrini.

"Cantieri di Pisa will soon see strong activity," he adds. "We will use its historic name and the advantages of the yard to grow the brand." **SB**

## MONTE CARLO

# 1

Number of  
superyachts  
built to date

### KEY FACTS:

- ▶ **Founded:** 2010
- ▶ **Size of shipyard:** 21,000m<sup>2</sup>
- ▶ **Direct employees:** 40
- ▶ **Largest yacht built so far:** 32m
- ▶ **Location:** Monfalcone
- ▶ **Web:** www.montecarloyachts.ie

With nine new 105s on its order book, Monte Carlo has made an impressive entrance into the 30m-plus superyacht sector.



## YARD OVERVIEW

The only word that describes Monte Carlo Yacht's 105 entry into the superyacht sector is "unprecedented". The Nuvolari Lenard-designed yacht had nine orders within months of its 2015 unveiling at Cannes.

"Even we were surprised at such a positive reception," says Carla Demaria, president of Monte Carlo. "This was our first model over 30m. We put tremendous pressure on ourselves to deliver the first four orders before August, and thanks to our patented construction process, we have been able to meet that deadline."

The unveiling of the Monte Carlo brand by the Beneteau Group in 2010 may have seemed unusual timing for the launch of a new yacht brand, but Monte Carlo has been one of the best success stories in the Italian superyacht sector. It originally started with a 24m but then moved rapidly up, through several sizes, to 32m. It launched a new 24m in July. "The majority of our models are now larger than 34m," says Demaria.

The key to Monte Carlo's success has been a production process that has cut construction time from start to finish to around six months, or about half of the time of a typical semi-custom build. In its production facility in Montfalcone,

**Because production went very well on the MCY 105, we now feel confident moving forward**

Carla Demaria, president



it uses processes gleaned from aircraft manufacturers, where the hull and interior are built separately, and the interior module is then inserted into the hull towards the end of the production process.

### Investing in the future

The monocoque hull allows for a precise fit of the interior modules, while also allowing for more volume in the interior. The 105, which is 10 per cent lighter than comparable yachts, has a top speed of 27 knots.

"Because production went so well on the 105, we now feel confident moving forward," says Demaria. "The next two models will be big yachts, and at least one is larger than the 105. They will be launched in 2017 and 2018."

Monte Carlo will continue to introduce a yacht each year, says Demaria. "It speaks to the company's capacity to invest in new product design and development, while aiming for boats with beautiful aesthetics and strong performance."

The original 18,000m<sup>2</sup> covered production site has been expanded by 3,000m<sup>2</sup> to include a spray booth for yachts over 60m.

"We've invested in a new ultra-modern painting booth using Dupont technology that allows us to give a warranty on the paint," says Demaria. "We've also installed a new travel lift in the yard to help with moving the boats between the facilities and marina."

The new 80, the third largest yacht

in the Monte Carlo fleet, is similar to the other yachts, with an even longer forefoot. Designer Dan Lenard says the concept was inspired by "flair and finesse", and the 80 certainly has both of those qualities in its lines. Like the other yachts, clients also have the opportunity to customise the interior with high-end fabrics from companies like Armani Casa and Hermes, with furniture from Italian firms like Poltrona Frau and Minotti.

### International brand

Monte Carlo Yachts has become a wild success story, effectively becoming Beneteau's *de-facto* superyacht division. Last year's financial data from Beneteau showed sales of its Monte Carlo Yachts business rising from €49m in 2013/2014 to €58m in 2014/2015, making it one of the strongest gainers in the Group. Full-year 2015/2016 financial results are not available yet, but Beneteau released a statement in July reaffirming its fiscal year guidance of a 15 per cent gain in boat sales.

Demaria declined to give growth rates for Monte Carlo Yachts this year, but mentioned that none of the clients for its new 105 superyacht are Italian.

While many Italians are buying the smaller yachts, the rapid acceptance of the 105 means that Monte Carlo is now viewed as an international brand, rather than just another domestic shipyard. **SB**



The new MCY 80, the third largest in the fleet

## PERINI NAVI

### KEY FACTS:

- ▶ **Founded:** 1983
- ▶ **Size of shipyard:** 42,000m<sup>2</sup>
- ▶ **Direct employees:** 150
- ▶ **Average yacht length:** 50m
- ▶ **Location:** Viareggio
- ▶ **Web:** www.perininavi.it

With a keen eye on the future, Perini Navi has recently injected €15m into bolstering its staff and operations.

# 45

Refit projects  
completed in  
2015



## YARD OVERVIEW

Perini Navi recently received a €15m capital injection from its parent company as the last stage of a business plan begun in 2014.

"We've implemented a more flexible organisational structure to be more efficient and efficacious with our value chain," says Fabio Boschi, chairman of Perini Navi. The resources were used, according to Boschi, to reinforce production facilities, strengthen its refit division and "improve commercial relationships as well as relationships with strategic suppliers and support research and innovation."

Perini Navi MD of sales and marketing, Burak Akgül told *SB* that the yard has also made strategic changes recently to accommodate a "generational change" within the company, as some of the directors retire. The strategy includes key personnel hires across the organisation. Naval architect Stéphane Leveel joined the company earlier this year. He has 18 years' experience working with designers such as Bill Tripp and the late Ed Dubois on the design of sailing superyachts.

"Stéphane joined the design team headed by Franco Romani," says Akgül. "He brings a complementary skill set that we did not previously have and will add



The 70m Briand-designed *Sybaris*

## The market seems to be turning in a positive direction. We're seeing new projects moving closer to fruition

Burak Akgül, MD sales and marketing



another dimension with his background in large sailing yachts. He's also a strong liaison with outside naval architects. We don't plan to forego our relationship with naval architects like Philippe Briand, who did much of the design on *Sybaris*. Instead, Stéphane will strengthen the connections."

The yard has also hired Giorgio Ferlito (previously of Fincantieri) as its new technical director. Luca Boldrini is now sales director of Picchiotti Yachts. Boldrini, previously sales and marketing manager for CRN, is tasked with gaining sales for the company's motoryacht brand.

Perini Navi's new-boat market seems to be in a "transition" phase, according to Akgül. "We're now in a period of relatively slower business," he says. "But without a doubt, the activity we are undertaking now is far more intense than in 2015. We see more opportunities this year."

As activity and queries heat up, Akgül has moved from a position of "cautious optimism" to one that is "much more optimistic" than the start of the year.

"We were the only yard last year to sell a 60m sailing yacht in the 40m-plus category, but none of us has sold a unit of that size this year," he says. "The market seems to be turning in a positive direction. We're seeing clients who have been talking about new projects moving much closer to fruition."

Perini Navi will have two launches by the

end of this year, the 38m *Dahlak* and the 70m *Sybaris*, its largest sailing yacht since the 2006 *Maltese Falcon*, later this year.

"*Sybaris* is obviously a milestone for us," says Akgül. "Beyond its large size, we've incorporated important advances in our sail-handling technology for the sailing of large yachts by one person. We've also developed advanced battery technology for the power-management system."

Its lithium polymer battery system will allow *Dahlak* to operate for eight hours on just battery power. Perini's proprietary sail-handling system includes electric captive winches controlled by a joystick for singlehanded sailing. Akgül says they plans to develop this "revolutionary" technology for new craft like the 60m now under build.

The new Perini Navi Innovation Centre will also continue to work on the software and hardware for its sail-handling systems. "The Centre will maintain an absolute focus on innovation and improvement," he adds.

Perini's refit business has also been booming, with 45 refit projects in 2015.

"We're experiencing double-digit increases," says Akgül. "Many of our boats have changed hands and the new owners are bringing them back to the original shipyard for refits. We are also doing a lot of work on third-party yachts. That third-party work has been a big difference for us compared to last year." **SB**

## PERMARE GROUP

### KEY FACTS:

- ▶ **Founded:** 1973
- ▶ **Size of shipyard:** 13,000m<sup>2</sup>
- ▶ **Direct employees:** 30
- ▶ **Largest yacht currently built:** 41m
- ▶ **Location:** Portosole and Bussana
- ▶ **Web:** www.ameryachts.it

Amer Yachts' bold decision to switch to Volvo Penta IPS drives is proving attractive to clients looking for fuel economy and sea-going comfort.

# 41

Metre length of largest superyacht built so far



## YARD OVERVIEW

The Permare Group, founded in 1973 by Fernando Amerio with the launch of Centre Nautique Permare, will celebrate a milestone later this year by becoming the first builder to use Volvo Inboard Performance System (IPS) engines in a 30m hull, the custom Amer Yachts Amer Cento.

Last year, its 28m *Save the Sea* proved that the San Remo builder could successfully move from traditional twin diesel powerplants to a triple IPS installation on a large yacht. *Save the Sea*, powered by triple 1200 Volvo IPS engines and drives, wrote a new chapter not only for Amer Yachts, but also for Volvo Penta.

In July, Amer launched another 94, the custom *Visionaria*, with the same triple IPS power configuration, but the new boat exceeded the first boat's top end and fuel efficiency. The company said that it reached a top end of 30.5 knots, with a friendly cruise speed of 9.2 knots at 870rpm. That translated into fuel consumption of 41lt/hr or around 4.45lt/mile.

"We invested a year working on research and development on *Save the Sea* with Volvo Penta," says Barbara Amerio, vice president of marketing. "This year we've got back our investment. The two 94s have



The Amer Cento can reach 30 knots

## All our facilities now handle after-sale service, maintenance work and refits. We see that as a growth area

Barbara Amerio, vice president of marketing



been sold with the IPS system and a third one, our Amer Cento, will be available at the Genoa and Cannes shows for testing. The five-stateroom version will have a quad 1,050hp IPS configuration."

Amer's move is not the first use of the IPS system for a large yacht. Lazzara Yachts was the first to make the transition on its 92 in 2008. It was an impressive feat, but the timing at the start of the global financial crisis could not have been worse. The US company has since gone bankrupt.

Amer will be the first builder to break the 30m ceiling for IPS, which could give it a head start over other builders of planing yachts who want to pursue that market.

"We adopted IPS to not only reduce fuel consumption, but add comfort on board and enhance the boat's manoeuvrability," says Amerio. "We're working with Volvo Penta on a hybrid version for owners who want that type of configuration. We think the IPS offers a new, different type of cruising concept for a yacht this size."

The IPS system offers joystick handling, with minimal bow rise, and more interior space because of the pod configuration. It is also quieter than traditional diesels.

Permare's two shipyards, Sanremo Ship in Portosole and Cantieri del Mediterraneo in Bussana, currently have three new yachts in build. Two will be launched this year and the third in 2017.

"Compared to 2015, when we only had one boat under construction, we're three times as busy," says Amerio. "And we are very proud of that growth."

The company has a third facility called Nautiservice, which is a mechanical workshop for accessories, spare parts and engine service. It is an authorised dealer for all the major inboard and outboard engine companies. Last summer, it acquired a fourth facility in Imperia.

All together, the Permare facilities measure 13,000m<sup>2</sup>. Around 1,600m<sup>2</sup> are covered space for woodworking and steel work. There is also a warehouse for parts and offices. The yards have travel lifts, with direct access to the harbor.

Fernando Amerio, in fact, started the business as an after-sales service firm.

A pioneer in yacht design, he decided to build his own boats after undertaking research into new technologies. During the 1980s and 1990s, the company built 52 yachts from 16m to 25m. Amer Yachts increased its sizes from 20m to 24m, and lengthened its range again to the current range of 26m through 41m.

"We are growing the after-sales part of our business," says Amerio. "All of our facilities now handle after-sales service, maintenance work and refits. We see that as a growth area." **SB**

## REFIT FOCUS

# A NEW FIT FOR REFITS

The refit business has become an important source of revenue for superyacht builders, while larger, more-established refit yards continue to gain international business

**WHILE THE RECOVERY** in new builds seems a bit tenuous, Italy's refit sector continues to demonstrate signs of strong health. Business is good, not only for established refit yards like the Palumbo Group and Amico Shipyards, but also for yacht builders who moved from new builds to refits during the financial crisis in order to keep business alive. Perini Navi, for instance, had 45 refit projects in 2015 and expects that number to grow this year.

"Many of our boats have changed hands and the new owners are bringing them back to the original shipyard for refits," says Burak Akgül, managing director of sales and marketing for the group. "We are also doing a lot of work on third-party yachts. That third-party work has been a big difference for us compared to last year."

Benetti's refit division has also seen strong growth in the last two years, according to CEO Vincenzo Poyer.

CRN also celebrated a milestone this year with the launch of its first refit project, *Eight*, earlier in the summer.

Many other established shipyards say they are doing either major refits or maintenance work on new clients' yachts.

"In 2015, we more than doubled turnover," reveals Alberto Amico, president of Amico & Company, with extensive facilities in Genoa. "We've seen major growth in the big refit areas and also large yacht servicing, thanks to the high percentage of repeat business."

The shipyard, ranked third-largest in the world in turnover, has more than 30,000m<sup>2</sup> of dock and yard space. Yacht sizes range from 50m to 90m, and the yard has two travel lifts with maximum lifting capacity of 835t and 320t.

### Significant investment

"In the last four years, we have made significant investments in new facilities, including a new 102m covered dry-dock inside the shipyard," says Amico. "A new 76m dock has just been built on the western side of our technical marina."

The yard, with berthing for yachts up



Amico has seen major growth in big refit projects, says president Alberto Amico



to 110m, also has 4,500m<sup>2</sup> of specialised workshops. It can accommodate up to at least 35 projects at a time.

"Soon, we expect to receive permission to renovate the area east of our shipyard which covers about 9,000m<sup>2</sup>," he adds. "That would improve our capacity for working with superyachts up to 60m."

Amico also manages a 200m dry-dock in the port of Genoa's Ente Bacini dry-docks. Dry-dock number two can accommodate two large yachts up to 90m each.

While the refit facilities can handle multiple projects at the same time, Amico adds that the types of projects change from year to year. "We generally carry out eight full paint projects per year," he says. "Extraordinary requests such as special class surveys and maintenance for engines and generators increases each year because of the constant improvements of our engineering department."

Almost all of its clients are non-Italian, says Amico, which means the yard's international reputation has solidified.

"We're very optimistic about market trends as we keep making new contacts

with potential clients," he says. "The evolution and growth of our yard has provided many opportunities for us. I see that continuing as we move forward."

### Ever-expanding infrastructure

The Palumbo Group, meanwhile, has also seen strong activity across its businesses. It builds superyachts under the brands of Palumbo Superyachts and Columbus Yachts from its yard in Naples. Its refit business continues to grow from yards in Naples, Malta, Marseilles, Messina and Tenerife. The Palumbo Group recently acquired the former ISA shipyard in Ancona. The company employs more than 800 workers and 76 managers. In the last five years, the Group has done maintenance and refit work on 1,737 commercial ships and 241 yachts.

"Our aim is to become the reference point in major maritime repair and refit, with an ever-expanding infrastructure within the Mediterranean," says CEO Giuseppe Palumbo. The purchase of the Tenerife facility will expand its presence outside of the Mediterranean basin. **SB**

**In the last four years we have made significant investments in new facilities – including a new 102m covered dry-dock inside the yard**

## ▶ EQUIPMENT

### GOING GLOBAL

**Equipment suppliers – many of which had to look outside Italy during the financial crisis – believe the domestic superyacht sector is returning to good health**

#### ITALY'S SUPERYACHT EQUIPMENT

suppliers have seen healthy growth over the last two years. Veco, for instance, which manufactures Climma marine air-conditioning systems, reports a double-digit growth in the last year. "The superyacht sector never stopped growing for us, even during the crisis," says Giulia Formenti, Veco sales director. "We're expecting to close 2016 near a 15 per cent growth rate."

Besenzoni has also introduced new products across its lines of gangways, cranes, helm seats, ladders, hydraulic opening systems and other products.

"Our production in the past five years has basically become 90 per cent custom," reveals sales manager Fiorella Besenzoni. "Our standard production has nearly disappeared."

The company has kept to a busy new product schedule. In 2016, it launched a new hydraulic operating system for boat roofs and a garage door with double opening doors that converts into a sundeck.

This custom approach has served Besenzoni well as it continues to target international and domestic yacht builders.

"Our turnover has always had an equal distribution between Italy and foreign markets," says Besenzoni. "We've seen positive changes in the Italian market since 2015." Looking forward, Besenzoni believes the current global situation is "fragile".

#### New products every quarter

Opacmare has also seen the Italian superyacht sector improve in the last two years. The manufacturer of passarelles, tender lifts and transformers, and automatic and manual doors says that a stronger sector will emerge in 2017 as more projects launch. It has fuelled its growth with a consistent launch of new products every quarter.

"We are very optimistic," says export manager Cristina Moisa. "Only a small part of our business these days is made up of Italian yards. The crisis forced us to seek new markets outside of Italy and we found many new clients. They are now contributing to our commercial growth."

**CMC Marine is selling more of its fin stabilisers**



CMC Marine, which manufactures electric fin stabilisers and thrusters for the 20m-70m sector, has seen business growing by 10 per cent annually.

"We've seen a huge increase in the number of systems we're selling," says CMC spokesperson, Andrea Sculati. "The Italian market remains our most important, because it is the global leader. But a good part of our turnover also comes from Turkey and Northern Europe. Beyond new builds, we're also involved in many refit projects."

MZ Electronics has also seen growth across its anchor windlass, chain stopper, capstan and electronic accessories lines.

"Italian yards are important to us, but don't make up the bulk of our turnover," says sales manager Alessandro Fossati. "But because Italian yards are growing, it's the only part of our business increasing in terms of percentage of turnover."

Quick's Lorenzo Cesari is also upbeat about the resurgence of Italy's yacht sector.

"The sector is healthier because those who had to disappear have disappeared," he says – a sentiment shared by many other Italian equipment manufacturers.

The manufacturer of windlasses, LED lights and battery chargers has only recently entered the superyacht sector.

"Our R&D department is designing thrusters for larger yachts as well as windlasses of increasingly larger sizes," explains Cesari. "We will be launching these products at the next superyacht shows in Hamburg and Monte Carlo."

New products include 22kW thrusters, 15W 230Vac downlights, and an XR8 windlass fitted for 22m chain.

#### Updating product lines

Pump manufacturer Gianneschi has also seen growth in its superyacht business.

"Our results improved last year and we are hoping that momentum will carry over into 2017," says Alessandro Gianneschi.

"Our goal is to become a single reference point for the shipyards for all systems, which is why we are constantly endeavouring to update our lines."

Yacht coatings specialist Boero has also seen an improvement in Italy's superyacht sector in the last year. The company manufactures antifouling, primers, ultra-lightweight fillers, undercoats, varnishes and topcoats. "We provide these key elements along with bespoke technical assistance throughout the whole painting process," says marketing manager Marco Zanzanaini. The company has seen demand rise for its metallic and pearlescent topcoats in the last two years, mimicking rising demand in the automotive industry.

"The sector is much more stable than five years ago, because Italy's professional and passionate entrepreneurs faced the last economic crisis in the right way," says Zanzanaini. "They have helped Italy reconfirm its leading position in superyacht builds and refits." **SB**

**The sector is** more stable now, because Italy's professional and passionate entrepreneurs faced the economic crisis in the right way

## YARDS IN BRIEF

# FIGHTING TO STAY COMPETITIVE

Having passed through the crisis, Italian yards believe the market is now improving, but still unpredictable



Italian sales are on the rise, according to Francesco Frediani of Overmarine



**MOST OF ITALY'S** yards report that activity has improved since 2014, though many add that business remains challenging.

"The market remains unpredictable," says Francesco Frediani, commercial director for The Overmarine Group. "We've countered that by working on things under our own control, such as maintaining a strong brand and international dealership.

Asserting greater control over what the yard can actually control, given the erratic economic and political conditions, is the one trait most yards that have survived the crisis share. Companies like Overmarine that made it through the last six years with their management intact did it by responding to the changing market, rather than staying with typical business practices. That includes moving into new product categories while also launching compelling new designs in their traditional boat categories.

Overmarine launched its first 42m displacement vessel this year, officially entering the world of tri-deck megayachts. The company says it currently has two Mangusta 165s, one Mangusta 132, one Mangusta Oceano 42 and its first fast displacement yacht, the GranSport 54.

"Compared to 2015, this year is showing an increase in sales," says Francesco Frediani, commercial director.

"We've sold five units, all over 40m, compared to four last year. We have also increased our deliveries of superyachts over 24m, including the Mangusta Oceano 42. By the end of the year, we will deliver a 40m Open from the Mangusta 132 series."

Overmarine has made new investments in infrastructure for its metal builds. It has just built a 22,000m<sup>2</sup> yard specifically for that purpose at its site on Pisa wharf.

### Growth in units and length

Sanlorenzo has seen growth in the volume of orders as well as the length of yachts. It launched the 42m X, its 460 Expedition yacht last March, and has three other 460s under construction. It has two 52m steel yachts on its order book, with the first scheduled to launch in January 2017 and the second in April 2018. The 64m custom superyacht, which the company signed a contract for in early summer, has an expected launch date of Spring 2019.

Sanlorenzo has also seen significant order book activity in its other yards.

So far, its Ameglia yard has just delivered ten craft from 86ft-106ft, including two 86s, one 92, four 96s, and three 106s. It has another 13 under construction, six 86s and three 96s. It has also delivered seven yachts from its Viareggio yard, including two 112s, three 118s, one 126, and the 42m X. Six yachts are now under construction, including three 112s, one 118, and one 126.

The contract for the 64m, which will be the largest Sanlorenzo built to date, was completed in July, though the hull had been under construction. Its new yard, Cantieri San Marco in La Spezia, was acquired at the start of the year. In March, the first two models in its new 52m long-range yachts were moved to the yard for completion.

Sanlorenzo says the new yard, which has direct access to the sea, will lead the development of its Superyacht division, allowing production of yachts from 40m-80m. It adds that superyachts represent a "significant portion" of its turnover. The company reported 2015 sales of €220m, with net profits of €6m.

Cantieri di Pisa, recently acquired by Mondomarine, has unveiled plans for a new line of yachts based on the historic Akhir Line. Roberto Zambrini, the yard's new owner, says the reinterpretation of the three yachts in the series, a 108, 118, and 42S, have had interest. The yard has also debuted plans for the Cantieri di Pisa 22, a fully custom 22m yacht. Zambrini expects that the shipyard will make a significant contribution to the Group's revenues as it ramps up production.

"We're using the facilities to build units up to 40m, regardless of the brand," says Zambrini. "This will contribute nicely

**We have countered** market unpredictability by working on things under our control, such as maintaining a strong brand and a strong dealership

## YARDS IN BRIEF

to our Savona premises where we build units over 40m. Our aim is continue to concentrate our efforts on seriousness and quality in both the Mondomarine and Cantieri di Pisa lines. Working towards the best-quality products will allow us to confront all future challenges.”

### Looking abroad

The Italian Sea Group has also seen its order book rise over the past year.

“We have ten megayachts either in construction or being delivered this year,” says CEO, Giovanni Costantino. The Italian Sea Group, which builds the Admiral, Tecnomar, and Admiral Sail brands, has a 100,000m<sup>2</sup> yard in Marina di Carrara. The facilities can build craft up to 200m. The Group recently acquired an exterior carpentry firm and a company that specializes in steel.

“The superyacht sector seems healthier than five years ago, thanks mainly to the improved conditions in the global economy,” says Costantino.

The FIPA Group, owner of the AB Yachts and Maotra brands, has seen orders decrease from pre-crisis levels, but the average length of each build has risen significantly. “We’ve just renewed our line and have kept only model under 30m,” says Rudolf Berlechner, head of marketing for FIPA. “Before the crisis, we would build 12-15 yachts a year, from 20m-30m. These days we’re building five to seven, but all of them are over 30m, with some closer to 35m.”

The company recently launched its first AB100, which has a top speed of 52kts as well as the first Maotra 33, which has a full-beam design to increase interior volume. Like many Italian builders, the company has looked abroad to bolster sales that declined during the crisis.

“We adapted our management and production to the new market situation,” says Berlechner. “We’ve moved strongly into the US market. This year looks good. By mid-year, we confirmed the sale of some new boats under construction.”

Perini Navi meanwhile has announced it is investing €69m in its infrastructure, but part of that money will go to marketing Picchiotti, its motoryacht division.



Italian Sea Group has an improved order book

Fincantieri announced its return to the superyacht sector late last year.

## We continue to invest in technology which enables an improved lifestyle on board, such as new glass technology and green propulsion systems

“We’ve produced some of the most innovative ships currently sailing,” says Francesco Denaro, Fincantieri spokesperson. “We continue to invest in technology. There has been a lot of attention to technologies that enable an improved lifestyle on board. Recent examples like new glass technology and green propulsion systems have been used in our ships outside yachting.”

Columbus Yachts, part of the Palumbo Group, continues to move forward with its line after launching in 2011. The Napoli shipyard’s four collections range from 26m to 80m. The brand launched a 54m in 2011 and a 40m a year later. Last year, it launched a 40m sport hybrid called *Divine* and a 57m Class called *Taiba*. “We also have a 70m under construction and are planning to build a new 42m yacht this year,” says Daniela Spinelli, Palumbo’s communications director. The Palumbo Group has also

recently acquired refit yards in Malta, Marseille, and Tenerife. Its acquisition of ISA, where it will build superyachts, was announced back in February.

### New kid on the block

Wider Yachts entered the superyacht sector last year with its new 150. A 165, with the same diesel/electric propulsion system and tender garage/pool configuration, is under construction. The yard has also announced plans for a 125 that will be constructed with the completion of the 165. “The design on the 150 not only gives it exceptional fuel savings but also gave us 28 per cent more volume than a conventional yacht,” says Tilli Antonelli, Wider’s founder. The yard uses the Wider 32 as a tender for its 150 and 165.

Rossinavi also turned many heads with the launch of its 38m *Taransay* in 2015.

The yard has a list of more traditional launches, including the 48m *Polaris*, 48m *Param Jumana IV*, and 48m *Vellmari*. It currently has five yachts in-build at its

three shipyards. It has also made sizable investments in specialized production equipment for the ongoing construction of its steel and aluminum yachts.

Filippo Ceragioli, Rossinavi’s head of marketing, says the yard continues to build with the same continuity as it has for the past five years. “We’ve maintained the number of boats under construction,” he says. “Our goal remains to deliver two boats a year.” Ceragioli expects market conditions to remain stable over the next 12 months.

Overmarine’s Frediani sums up what most in the industry see as an uncertain time. “There are too many external variables that determine changes in demand,” he says. “We’re now used to this new system and try to counter changes in the market by working on our company internally to make it stronger. That helps us face all the challenges in the market.” **SB**

**The superyacht sector** seems a lot healthier than it was five years ago – thanks mainly to the improved conditions in the global economy

# ORDER BOOK 2013-2020

## PERMARE

### YACHTS DELIVERED SINCE 2015

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
Baccarat	28m	M/Y	Volvo	Amer	2015

### YACHTS UNDER CONSTRUCTION

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
Visionaria	28m	M/Y	Volvo	Amer	2016
Amercento	29m	M/Y	Volvo	Amer	2016
Lady Liudmila III	33m	M/Y	Volvo	Amer	2017

## AZIMUT

### YACHTS DELIVERED SINCE 2000 SINCE 2016

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
Azimut 80	25m	M/Y	MAN	Stefano Righini/Achille Salvagni	2016
Azimut 80	25m	M/Y	MAN	Stefano Righini/Achille Salvagni	2016
Azimut 80	25m	M/Y	MAN	Stefano Righini/Achille Salvagni	2016
Azimut 80	25m	M/Y	MAN	Stefano Righini	2016
Azimut 80	25m	M/Y	MAN	Stefano Righini	2016
Azimut 80	25m	M/Y	MAN	Stefano Righini	2016
Azimut 80	25m	M/Y	MAN	Stefano Righini	2016
Azimut 83	25m	M/Y	MAN	Stefano Righini	2016
Azimut 83	25m	M/Y	MAN	Stefano Righini	2016
Azimut 84	25m	M/Y	MAN	Stefano Righini	2016
Azimut 84	25m	M/Y	MAN	Stefano Righini	2016
Azimut 88	26m	M/Y	MAN	Stefano Righini	2016
Azimut 95	28m	M/Y	MAN	Stefano Righini	2016
Azimut 95	28m	M/Y	MAN	Stefano Righini	2016
Azimut 95	28m	M/Y	MAN	Stefano Righini	2016
Azimut 95	28m	M/Y	MAN	Stefano Righini	2016
Azimut 95	28m	M/Y	MAN	Stefano Righini	2016
Azimut 95	28m	M/Y	MAN	Stefano Righini	2016
Azimut 95	28m	M/Y	MAN	Stefano Righini	2016
Leonardo 100	30m	M/Y	MAN	Stefano Righini	2016
Grande 100	30m	M/Y	MAN	Stefano Righini	2016

### YACHTS UNDER CONSTRUCTION

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
Azimut Grande 112	34m	M/Y	MAN	Stefano Righini	2017
Azimut Grande 113	34m	M/Y	MAN	Stefano Righini	2017
Azimut Grande 112	34m	M/Y	MAN	Stefano Righini	2017
Azimut Grande 120 SL	35m	M/Y	MAN	Stefano Righini	2017

## BENETTI

### YACHTS UNDER CONSTRUCTION

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
FB277	107m	M/Y	Rolls Royce	Benetti	2019
FB279	107m	M/Y	Rolls Royce	Benetti	2020
FB272	98m	M/Y	CAT	Benetti/Zaniz Interiors	2018
FB273	66m	M/Y	CAT	Benetti	2019
FB269	66.2	M/Y	MTU	Giorgia Cassetta/Benetti	2018
FB268	63m	M/Y	CAT	Cor D Rover/Benetti	2017
FB276	60m	M/Y	MTU	Giorgia Cassetta/Benetti	2019
FB271	57m	M/Y	CAT	Giorgia Cassetta/Benetti	2018
BF205	42m	M/Y	MTU	Stefano Righini/Redman Whiteley Dixon	2017
BF206	42m	M/Y	MTU	Stefano Righini/Redman Whiteley Dixon	2017
BY008	41m	M/Y	MTU	Stefano Righini/Francois Zuretti	2017
BY009	41m	M/Y	MTU	Stefano Righini/Francois Zuretti	2017
FB702	41m	M/Y	CAT	Stefano Righini/Carlo Galeazzi	2018
BS010	40m	M/Y	MTU	Stefano Righini/Francois Zuretti	2017
BF104	38m	M/Y	MTU	Stefano Righini/Redman Whiteley Dixon	2017
BF105	38m	M/Y	MTU	Stefano Righini/Redman Whiteley Dixon	2017
BC134	36m	M/Y	MTU	Stefano Righini/Francois Zuretti	2017
BM002	35m	M/Y	MAN	Giorgia Cassetta/Benetti	2017

### YACHTS DELIVERED YACHTS DELIVERED

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
Lionheart	90m	M/Y	CAT	Stefano Natucci	2016
BF204	42m	M/Y	MTU	Stefano Righini/Redman Whiteley Dixon	2016
BY006	41m	M/Y	MTU	Stefano Righini/Francois Zuretti	2016
BY007	41m	M/Y	MTU	Stefano Righini/Francois Zuretti	2016
BS007	40m	M/Y	MTU	Stefano Righini/Francois Zuretti	2016

BS008	40m	M/Y	MTU	Stefano Righini/Francois Zuretti	2016
BS009	40m	M/Y	MTU	Stefano Righini/Francois Zuretti	2016
BF102	38m	M/Y	MTU	Stefano Righini/Redman Whiteley Dixon	2016
BF103	38m	M/Y	MTU	Stefano Righini/Redman Whiteley Dixon	2016
BC133	36m	M/Y	MAN	Stefano Righini/Francois Zuretti	2016
BM001	35m	M/Y	MAN	Stefano Righini/Francois Zuretti	2016
BK005	31m	M/Y	MAN	Stefano Righini/Benetti	2016
BD014	28m	M/Y	MAN	Stefano Righini/Carlo Galeazzi	2016
BD015	28m	M/Y	MAN	Stefano Righini/Carlo Galeazzi	2016

## CRN SHIPYARD

### YACHTS UNDER CONSTRUCTION

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
CRN 134	74m	M/Y	CAT	Zuccon/Andrew Winch International	2017
CRN 135	79m	M/Y	CAT	Zuccon/Laura Sessa	2018
CRN 136 (Superconero)	49m	M/Y	CAT	Zuccon/CRN	2017
CRN 137	62m	M/Y	MTU	Nuvolari Lenard	2019
Custom Line 108	33m	M/Y	MTU	Zuccon International Project	2016
Custom Line 108	33m	M/Y	MTU	Zuccon International Project	2016
Custom Line 108	33m	M/Y	MTU	Zuccon International Project	2016
Custom Line 108	33m	M/Y	MTU	Zuccon International Project	2016
Custom Line 108	33m	M/Y	MTU	Zuccon International Project	2016
Custom Line Navetta 37	37m	M/Y	MAN	Zuccon International Project	2016
Custom Line Navetta 37	37m	M/Y	MAN	Zuccon International Project	2017
Custom Line Navetta 37	37m	M/Y	MTU	Zuccon International Project	2017
Custom Line Navetta 33	33m	M/Y	MAN	Zuccon International Project	2016
Custom Line Navetta 33	33m	M/Y	MAN	Zuccon International Project	2016
Custom Line Navetta 28	28m	M/Y	MAN	Zuccon International Project	2016
Custom Line Navetta 28	28m	M/Y	MAN	Zuccon International Project	2016
Custom Line Navetta 28	28m	M/Y	MAN	Zuccon International Project	2016
Ferretti 960	29m	M/Y	MTU	Zuccon International Project	2016
Ferretti 960	29m	M/Y	MTU	Zuccon International Project	2016
Ferretti 870	26m	M/Y	MTU	Zuccon International Project	2016
Ferretti 870	26m	M/Y	MTU	Zuccon International Project	2016
Ferretti 870	26m	M/Y	MTU	Zuccon International Project	2016
Ferretti 800	24m	M/Y	MTU	Zuccon International Project	2016
Pershing 109	33m	M/Y	MTU	Italprojects Fulvio de Simoni	2016
Pershing 92	28m	M/Y	MTU	Italprojects Fulvio de Simoni	2016
Pershing 92	28m	M/Y	MTU	Italprojects Fulvio de Simoni	2017
Pershing 82	25m	M/Y	MTU	Italprojects Fulvio de Simoni	2016
Pershing 82	25m	M/Y	MTU	Italprojects Fulvio de Simoni	2016
Riva 50m	50m	M/Y	MTU	Officina Italiana Design	2018
Riva 100 Corsaro	29m	M/Y	MTU	Officina Italiana Design	2016
Riva 88 Florida	26m	M/Y	MTU	Officina Italiana Design	2016
Riva 88 Domino Super	26m	M/Y	MTU	Officina Italiana Design	2016
Riva 88 Domino Super	26m	M/Y	MTU	Officina Italiana Design	2016

## MONDOMARINE

### YACHTS DELIVERED SINCE 2016

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
Serenity	40m	M/Y	MTU	SF Designs	2016
Ipanema	50m	M/Y	MTU	Hot Lab	2016

### YACHTS UNDER CONSTRUCTION

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
M60	60m	M/Y	MTU	Luca Dini	2016
M40	40m	M/Y	MTU	Luca Dini	2017
M54	54m	M/Y	CAT	Luca Dini	2017

## ROSSINAVI

### YACHTS DELIVERED SINCE 1999

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
Vellmari	48m	M/Y	MTU	Team 4	2013
Param Jumana IV	49m	M/Y	MTU	Team 4	2013
Polaris	49m	M/Y	MTU	Team 4	2014
Taransay	39m	M/Y	CAT	RossiNavi	2015

### YACHTS UNDER CONSTRUCTION

NAME	LENGTH	TYPE	POWER	DESIGNER	LAUNCH
FR030	48m	M/Y	CAT	N/A	2017
FR031	62m	M/Y	MTU	N/A	2017
FR032	50m	M/Y	CAT	N/A	2018
FR034	47m	M/Y	MTU	N/A	2018
FR036	49m	M/Y	MTU	N/A	2018