

## LUSBEN OPENS NEW SALES OFFICE IN ANTIBES

*A strategic presence in the heart of the Mediterranean.*

Viareggio, June 13, 2025 – Lusben, the Refit Division of the Azimut|Benetti Group, announces the opening of its new sales office in the marina district of **Antibes**, one of the most prestigious on the French Riviera.

This move marks a further step in Lusben's international expansion strategy, aimed at ensuring a direct presence in one of the most strategic hubs of the global yachting scene. The new office will serve as a **key outpost in Antibes**, a vital location for out-of-shipyard support services, thanks to its proximity to major commercial partners, including international **yacht management companies** and **brokerage firms** active in the area. It also aims to provide an operational and relational point of contact dedicated to personalized support for owners, captains and yachting professionals.

Another distinctive asset is the **proximity to the International Yachting Club of Antibes**, the venue of the inauguration event, which features a private dock for megayachts — a key element in Lusben's commercial strategy targeting the **mega and giga yacht** segment.

*"Lusben's approach finds in Antibes the ideal environment to foster valuable relationships and to support our clients throughout the entire lifecycle of their vessels, from routine maintenance to the most complex refits,"* said **Gianni Paladino**, Commercial Director of Lusben.

*"We are confident that our presence in such a strategic location, combined with the expertise gained over the years by Alessandra Gaddi, Lusben Sales Manager, will allow us to provide even closer support to our long-standing clients and build new trusted relationships with those approaching our world for the first time."*

With facilities in **Livorno**, **Viareggio** and **Varazze**, Lusben operates highly specialized infrastructures — including the largest **keel pit in the Mediterranean** for sailing yachts — and is equipped to accommodate superyachts over 100 meters in length. Its shipyards offer a full range of services, in line with the highest standards of quality and environmental sustainability.

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### Lusben

*Forte di oltre 60 anni di esperienza e della sua cultura radicata nella storia della nautica italiana, Lusben è uno dei principali centri di refit del Mediterraneo settentrionale. Attraverso la sua rete dedicata di strutture all'avanguardia a Viareggio, Livorno e Varazze, il cantiere realizza progetti di refit e assistenza su misura per i superyacht, motor e sailing yacht di tutto il mondo, garantendo un livello di qualità senza pari, unite all'esperienza artigianale caratteristica della tradizione italiana. Flessibile per natura, Lusben fornisce soluzioni ingegnose per realizzare la visione unica di ogni cliente. Un vero e proprio approccio artigianale con un'attitudine al design d'avanguardia, grazie alla combinazione di conoscenze,*

*competenze e continui investimenti nella sua rete di cantieri e nell'offerta di servizi con qualità senza compromessi, organizzazione meticolosa e autentica passione.*

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