

AZIMUT AND BENETTI INAUGURATE NEW AMERICAS HEADQUARTERS IN THE HEART OF AMERICAN YACHTING

The new Americas headquarters at Pier Sixty-Six Marina in Fort Lauderdale celebrate the historic bond between Azimut|Benetti and the United States, strengthening the Group's presence in a market that has always accompanied its success and growth, and ushering in a new phase of international development.

On the occasion of the 2025 Fort Lauderdale International Boat Show, Azimut and Benetti are inaugurating their **new Americas headquarters at Pier Sixty-Six Marina**, the epicenter of American yachting and a symbol of its contemporary expression. The United States is the world's leading country for recreational boating culture and represents a strategic area for the Group, accounting for nearly a third of its global business.

With these two new openings in this dynamic and traditionally receptive landscape, the Azimut|Benetti Group reaffirms its proximity to the local area and ongoing dialogue with owners and stakeholders as strategic levers for consolidating its positioning **and further increasing its market share in the United States by 2026.**

The renovated and prestigious Pier Sixty-Six – in the heart of an area that naturally opens toward **Central and South America** – is the ideal location for the two spaces conceived as brand embassies for these globally renowned shipyards, **historically leaders in the Americas for their ability to combine beauty, innovation, and construction quality.**

The new, exclusive Americas headquarters serve as a privileged meeting point, symbolizing the commitment to promoting maritime culture and the excellence of Made in Italy; a place designed to foster dialogue, innovation, and relationships with the American and international community. This commitment will be reflected at the Fort Lauderdale International Boat Show, where **Benetti will welcome owners and enthusiasts to its new headquarters overlooking the waterfront**, offering exceptional views of the fleet moored opposite.

"Fort Lauderdale is considered the yachting capital of America and represents a strategic hub for the Group. The opening of these new spaces confirms our commitment to this market and allows us to offer a privileged meeting point to continue connecting with owners and collaborators, in a location that perfectly embodies the spirit and values of our brands," says **Marco Valle, CEO of the Azimut|Benetti Group.**

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Azimut|Benetti Group is the world's leading producer of superyachts, for 25 consecutive years at the top of the reference ranking for the sector. Founded in 1969 by Paolo Vitelli, the Group is a family business today led by President Giovanna Vitelli. It comprises four brands: Azimut, which builds glamorous, fast, and modern boats ranging from 13 to 44 meters; Benetti, which has been producing elegant, timeless mega yachts for over 150 years, reaching lengths of over 100 meters; Lusben, one of the Mediterranean's main hubs specializing in refit services; and Yachtique, the Group's in-house styling lounge, created to accompany owners from their furnishing choices to the purchase of art and antiques. With over 2,000 employees, six shipyards, and a network of 138 points of sale and service worldwide, Azimut|Benetti Group operates in the European, American, Middle Eastern and Asian markets. The path charted has always been consistent

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and pursued without compromise, combining steady, solid growth with an entrepreneurial philosophy aimed at the major themes of social and environmental sustainability.

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