

SANLORENZO

Sanlorenzo disembarks at the Discover Boating Miami International Boat Show 2023

Five examples of the yacht fleet carry the shipyard's values to the East Coast's largest boat show.

Press release, 7th February 2023 - From 15 to 19 February 2023, Sanlorenzo will be present at the **Discover Boating Miami International Boat Show**, the largest industry event in the United States, created by the merger of the two historic nautical events in Miami.

A fleet of **five of the Italian shipyard's most emblematic examples** will be exhibited, symbols of Sanlorenzo's excellence and continued success overseas.

Timeless success of Sanlorenzo, the **SD96** will be presented at the event as a testament to the unmistakable style of the semi-displacement navette, the historic yacht line of the shipyard, whose distinguishing feature is its balance between design and volume.

The range of planing yachts on offer is more extensive: **SL96A** and **SL120A**, asymmetrical, are present, alongside the more classic **SL86**. Innovation and tradition have been skilfully managed, guaranteeing the coexistence of Sanlorenzo's historical brand values and the style and desires of American clients.

SX88 also finds space in Miami, the innovative crossover that since 2017 has been recognised as the Sanlorenzo shipyards' winning wager. The dialogue between indoor and outdoor finds its maximum expression here, thanks to the main deck, conceived as an open space which makes the boat totally liveable, from stern to bow.

With **Sanlorenzo Americas**, the shipyard's established brand ambassador, **Sanlorenzo** reaffirms its success also on the American market, exporting Made in Italy and its values overseas. The *Made to Measure* approach and the attention to detail that has always distinguished the brand are confirmed as winners, even on the international arena.

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Sanlorenzo

For over 60 years the Sanlorenzo shipyards have been producing high quality motoryachts, the result of a combination of craftsmanship, design and advanced technologies, made-to-measure according to the owner's specific requests.

Founded in 1958 by Gianfranco Cecchi and Giuliano Pecchia with the opening of the first shipyard near Florence, Sanlorenzo was taken over in 1972 by Giovanni Jannetti who launched the first fibre-glass hull boat in 1985 and moved the headquarters to Ameglia (SP). In 2005, Massimo Perotti - with a wealth of experience gained in over twenty years of activity in the sector - took the baton.

Under the direction of Mr. Massimo Perotti, Chairman and Chief Executive Officer of Sanlorenzo, the shipyard has gone through a period of extraordinary growth, bringing consolidated net revenues from new yachts from a level of 40 million euros in 2004 to 585,9 million euros in 2021.

As one of the main producers worldwide of yachts and superyachts, Sanlorenzo has today four production plants: La Spezia, dedicated to the production of Superyachts, Ameglia for the production of medium and large size yachts, Viareggio, for the production of fiberglass yachts over 100 feet and Massa, the center for the research and development of new models.

With the acquisition, Sanlorenzo received a significant impetus for innovation and over the years has successfully implemented numerous completely unprecedented concepts that have profoundly changed the yachting world. A major milestone in this journey was its opening to the world of design through the collaboration with renown designers such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (Sanlorenzo's Art Director since 2018), Patricia Urquiola, John Pawson and Christian Liaigre.

This unique, innovative approach has also led the company, over the years, to bond with the world of art through the collaborations with major Galleries and cultural institutions. In 2018 Sanlorenzo has entered a global partnership agreement with Art Basel, the leading art fair for modern and contemporary art for the annual events in Hong Kong, in Basel and Miami Beach. In 2020, Sanlorenzo also became the Institutional Patron of the Peggy Guggenheim Collection. (the most important museum in Italy for 20th century European and American art). In 2022 Sanlorenzo decided to support the Italian art establishment by participating as main sponsor of the Italian Pavilion at the 59th International Art Exhibition - La Biennale di Venezia, a unique opportunity and an extraordinary milestone for the shipyard, the first in the world to commit actively to support and disseminate contemporary art.