

SANLORENZO

Sanlorenzo at Palm Beach International Boat Show 2024

The Italian maison, together with the Bluegame brand, brings its creative and innovative vision to the American market, embodied by four of the most appreciated yachts in the American market.

Press release, March 13, 2024 - **Sanlorenzo** and **Bluegame** are setting sail for Florida to take part in the 42nd edition of the **Palm Beach International Boat Show**, one of the most important nautical events overseas, scheduled this year **from March 21st to 24th**.

Representing the range that the shipyard offers to the most demanding owners will be some of the most appreciated models by American clientele. Alongside **three Sanlorenzo-branded units, SD118, SL86, and SD90, Bluegame** will introduce **BGX73**: together they will highlight the shipyard's ability to blend contemporary design and comfort with cutting-edge technology, quality, and attention to sustainability, all while providing maximum flexibility in delivering tailored solutions to customers.

Sanlorenzo yachts

As a model of the semi-displacement line, **SD118** makes asymmetry its innovative focus. Developed on the upper deck, it allows direct sea views from both sides, creating **a seamless connection between the interior and exterior**. The real novelty on board, however, is the aft area which, when anchored, transforms into a sort of island creating a nearly 20 square meter beach area, thanks to the side terraces that open to enjoy the sun right at the water's edge to bring guests closer to the sea, showcasing Sanlorenzo's ability to embrace diverse design languages.

Embodying the planing range, **SL86** introduces multiple innovations while optimizing spaces and volume, in utmost respect of Sanlorenzo's DNA, identifying solutions destined to become new standards across the planing range. The defined goal in the design phase, namely to **optimize and maximize all spaces and flood them with light**, is achieved through large glazed surfaces that allow guests to enjoy sea views in an extensive and luminous space, safeguarding and enhancing **the maison's unmistakable stylistic signature**. Within its category, SL86 boasts one of the largest flying bridges, with 41 square meters of surface area, and offers **the highest level of customization** with two different layouts designed to best meet the needs of different markets.

A combination of elegance, design, and technology, **SD90** features a layout designed to **ensure maximum on-board comfort**, as evidenced by the innovative solutions introduced in the exterior profile and interior design, offering **a totally revised perception of the space**. The **flexibility of the interiors** allows the vessel to adapt to the various needs of its occupants, evolving and transforming through innovative furniture solutions and configurations. **SD90** is a **project that focuses on transversal technological efficiency**, both in terms of hull motion resistance and material research, responding to the need for increasingly **environmentally friendly and sustainable vessels** through material selection and attention to equipment and systems.

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Bluegame yachts

BGX73 is a transversal and deeply nautical vessel that **combines cutting-edge technology and countless innovations**, ideal for long and comfortable cruises. **Its sophisticated and revolutionary exterior design and its distinctive layout**, never seen before on a 73-foot yacht, perfectly combine elegant lines and spacious living areas. Among its strengths are the development of the entire living area on two different levels connected by an internal staircase, creating **two distinct living areas**; the seamless connection between the interior and exterior spaces, communicating through a system of sliding doors; and **great flexibility**, meaning the ability to use the various spaces differently, customizing their distribution according to the owner's requests. Finally, **light plays a fundamental role**, particularly in the living areas, where the percentage of glazed surfaces is so large that the exteriors and interiors merge, becoming part of the same environment.

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Participation in the Palm Beach International Boat Show with a rich and diversified range of yachts, including vessels under both the Sanlorenzo and Bluegame brands, demonstrates **the strategic importance of the American market**, overseen by Sanlorenzo of the Americas, the maison's historic ambassador. The show represents an important opportunity to cultivate relationships and engage in dialogues with numerous owners from North and South America who appreciate the **creative and innovative vision of the Italian maison** and the values on which it has built its success: exclusivity, uncompromising quality, innovation, unmistakable design, and a high degree of customization. Not forgetting the focus on **sustainability**.

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Sanlorenzo

For over 60 years, the Sanlorenzo shipyards have been producing high quality motor yachts, exclusively custom-built, the result of a fusion of craftsmanship, design and the most advanced technology.

The shipyard, the first mono-brand in the world in the production of yachts and superyachts over 24m, was founded in 1958 in Limite sull'Arno, near Florence, by two shipwrights, Gianfranco Cecchi and Giuliano Pecchia. In 1972 it was acquired by Giovanni Jannetti, who in 1999 moved its headquarters to Ameglia (SP). In 2005, Massimo Perotti - with twenty years of experience in the sector - picked up the baton by purchasing the company, initiating a new, important phase of development.

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Under the direction of Massimo Perotti, President and Chief Executive Officer, Sanlorenzo has gone through extraordinary growth, raising consolidated net revenues from new yachts from €40 million in 2004 to €840 million in 2023. In 2019 the company was listed on the Euronext STAR segment of the Italian Stock Exchange.

The production of the Business Yacht Unit (in composite from 24 to 40m) and the Business Unit Superyacht (metal from 44 to 73m) is distributed today across 4 shipyards: La Spezia, Ameglia, Viareggio, Massa.

The strong drive for innovation that has characterised the company's vision has enabled the company to introduce numerous solutions over the years that have profoundly changed the yachting world, such as the terraces within the hull, the asymmetrical layout or the open space concept on board. Fundamental in this path was the exposure to the world of design and architecture, entrusting the realisation of the interiors of its yachts to authoritative signatures such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (since 2018 Art Director of the company), Patricia Urquiola and Studio Christian Liaigre.

The fervent influences of the worlds of interior design and architecture has steadily led the shipyard to explore more extensively the world of art, to which it has been linked through collaboration with leading galleries and cultural institutions. Sanlorenzo, with an exclusive agreement for the yachting sector, is Global Host Partner of Art Basel, the most important modern and contemporary art fair on the international scene for its annual appointments in Hong Kong, Basel, Paris and Miami Beach, where it is present in the Collectors Lounge with its own installations.

If design, innovation and art were the drivers of the 2010-2020 decade in Sanlorenzo's vision, for the decade up to 2030 the focus will be on sustainability and technology, attention to the supply chain and services dedicated to its clientele. The maximum commitment will be directed towards sustainability. Already a co-founding member of the Venice World Capital Sustainability Foundation (Fondazione Venezia Capitale Mondiale della Sostenibilità), the company has launched a plan for the progressive reduction of its environmental impact, outlining a path towards carbon neutrality, through exclusive strategic agreements with the world's largest players in energy and propulsion production, such as Siemens Energy and Rolls-Royce Solution GmbH - Global Marine (MTU).

In 2021, at the behest of the Perotti family, the Sanlorenzo Foundation was established, whose central objective is to support the smaller Italian islands and the communities living there, financing projects and initiatives that contribute to the socio-cultural, economic and environmental development of these territories.