



EXCLUSIVE UNVEILING OF MONTE CARLO YACHTS' RANGE EVOLUTION AT BOOT DÜSSELDORF 2019



The Italian boatyard's iconic collection continues to grow with the introduction of three new models.

MONFALCONE, 15 JANUARY 2019. **Monte Carlo Yachts** is ready to present three new models that will further strengthen the Italian brand's collection. The exclusive unveiling will take place on the opening day of Boot Düsseldorf, January 19, and more details will be disclosed during the Press Conference on Sunday 20.

The first of the three models presented will be on display in the Monte Carlo Yachts' stand located in the spectacular Halle 6 where visitors will have the opportunity to experience the official World Premiere of the new yacht and discover more about Monte Carlo Yachts' Vision and what else is yet to come in 2019.

Guests will be welcomed in a Giorgetti designed and decorated lounge, testifying to the ongoing partnership between Monte Carlo Yachts and a brand that represents Made in Italy excellence worldwide.



These three new projects confirm and emphasize Monte Carlo Yachts distinctive features. Once again, the Italian-made range will distinguish itself for its unique, timeless yachts known for their essential style, natural elegance, precious materials and contemporary flavor.

Monte Carlo Yachts' purpose is to take its core design values above and beyond: the spacious interiors further expand and grow, while exterior lines are shaped to open to wider views and increased natural light. The end result is an improved sense of spaciousness and a stronger feeling of comfort and well-being throughout all interior spaces.

The enhancements found in these new models perfectly embody the maturity of a brand that, over its first decade of presence on the global market, has constantly invested in its revolutionary and award-winning Naval Architecture and Production Process and now looks to the future with a clear vision and the ambition to continuously evolve and improve.

"Innovation alongside continuity is how we intend to keep evolving our collection," says Fabrizio Iarrera, Managing Director of Monte Carlo Yachts. "We're very proud of presenting three new models that showcase our vision, brand, and the strength of the Beneteau Group - proof of the constant investment in support of the continuous growth and evolution of the company."

MONTE CARLO YACHTS

Genuinely Italian in its management, designers and artisanal skills Monte Carlo Yachts is the fastest growing Italian brand in the luxury motor yacht segment, supported by the industrial strengths of French Group Beneteau. It has developed and launched a range of award winning models that have been recognized internationally both for their iconic style and their performance.

Production takes place in Italy inside the state-of-the-art yard in Monfalcone. Unique in the yachting sector, Monte Carlo Yachts has introduced an exclusive naval architecture and modular construction process inspired by the Lean Manufacturing concepts with which the world leaders in the most advanced industrial sectors pursue aesthetic quality and technical reliability standard of absolute excellence in an efficient production environment. The full MCY collection is designed by the world-famous Nuvolari Lenard design studio, which, together with Monte Carlo Yachts, has studied and introduced design features and materials extensively used previously only on mega yachts.

The MCY collection currently includes the MCY 65, MCY 70, MCY 76, MCY 80, MCY 86, MCY 96 and MCY 105.

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