

# SANLORENZO

## Sanlorenzo at the 30th Edition of the Dubai International Boat Show

*On display are the SL78, SL86 and SX88 models, icons of the innovative vision and unmistakable elegance of the Italian luxury yachting maison*

Comunicato stampa, 21 febbraio 2024 – From **February 28 to March 3, 2024**, Sanlorenzo returns as a protagonist at the **International Boat Show in Dubai**, one of the largest events in yachting and lifestyle in the Middle East: an exceptional showcase and a precious opportunity to discuss innovation, sustainability, and the future of the seas.

This year, the docks of Dubai Harbour will see three models moored that symbolize the **creative and innovative vision of the Italian maison**, capable of merging luxury, design, and contemporary comfort with cutting-edge technology and attention to sustainability, to offer solutions increasingly tailored to the needs of shipowners.

These are **SL78** and **SL86**, two yachts that marry traditional elements and innovative solutions with an unparalleled level of customization, and **SX88**, the crossover motoryacht characterized by large open spaces and elegant glass surfaces, which Sanlorenzo has decided to present again to the Dubai public, following the great success achieved at the last Emirati boat show.

With **SL78** and **SL86**, **multiple innovations** have been introduced and spaces and volumes have been optimized, in the utmost respect for Sanlorenzo's DNA, identifying solutions destined to become new standards across the entire planing range: from wider windows and much larger hull portholes, to the bow living area furnished with sofas, table, sunbathing area, and convertible top for shading. The objective defined in the design phase, namely to **optimize and maximize all spaces and flood them with light**, finds concrete realization in the large glass surfaces that now allow guests - seated on the salon sofas - to enjoy the sea view in a **space never before so extensive and luminous**, which preserves and enhances the **unmistakable stylistic trace of the maison**. The two yacht models also offer the **highest level of customization in the category**, which in the SL86 materializes in the definition of two different layouts, studied to better meet the needs of different markets.

The third vessel on display at the International Boat Show in Dubai will be the **SX88**, a crossover with unprecedented success, representing an innovative synthesis between the classic flybridge motoryacht and the new explorer typology. The large open spaces and large glass surfaces ensure an **aesthetic synergy between indoor and outdoor**, admirably calibrating the relationship between aesthetics and functionality. **Sanlorenzo has also paid particular attention to environmental sustainability**: the combination of new lighting technology, low-consumption onboard systems, thermal insulation achieved by the special glass used, and the large energy reserve provided by lithium batteries allows SX88 to offer from 4 to 8 hours of "zero-emission" operation, while keeping all the functionalities of the vessel operational.

The Dubai International Boat Show represents an exceptional showcase to strengthen Sanlorenzo's presence in the Middle East and North Africa (MENA) region, a market that currently hosts 12.6% of the world's superyacht fleet and has great growth potential in the years to come.

## **For more information:**

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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.*

*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. Since 2019 the company has been 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. Motivated by the desire to support, promote and spread the Italian art system, Sanlorenzo became the main sponsor of the Italian Pavilion at the 59th International Art Exhibition - La Biennale di Venezia.*

*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.*