

SANLORENZO

Sanlorenzo at the Venice Boat Show 2024

In the scenic setting of the historic Arsenal, Sanlorenzo and Bluegame will showcase the elegance and innovation of their boats with two iconic models: SD96 and BG42.

Press release. May 22nd, 2024 - **Sanlorenzo** arrives in the lagoon to participate in the **5th edition of the Venice Boat Show**, which will be held **from May 29 to June 2**, in the extraordinary setting of the **historic Arsenal**. The event, which has become one of the main international fairs in the sector, will host 250 exhibitors and 300 boats on a 55,000 sqm water basin. For the occasion, the Italian luxury yachting company will exhibit the famous piece "Building Bridges" by Lorenzo Quinn at the **stand in the Municipal Area - Small Basin and Quinn's Hands**. This famous work of art consists of six pairs of hands united to form a row of bridges over the Arsenal's dry docks, representing the innovation capacity of the **Sanlorenzo and Bluegame** brands, two icons of made in Italy that combine top quality, design, and craftsmanship with cutting-edge and sustainable engineering and technological solutions as their distinctive features.

To represent the shipyard in Venice, **Sanlorenzo proposes the SD96**, the first yacht designed by Spanish designer and architect Patricia Urquiola. Born from continuous research and attention to on-board comfort, the SD96 rethinks nautical design styles, introducing the concept of **space transformability, which evolves and continuously adapts to the needs of its users**, enriching the on-board experience. The vessel is part of Sanlorenzo's semi-displacement SD line of yachts, inspired by the lines of the 1930s ocean liners, re-proposing that specific concept of elegance. These yachts offer **excellent autonomy for reaching distant destinations**, making them ideal for owners who wish to live at sea for extended periods, traveling in peace without time limitations. Therefore, the SD96 offers superior spaces and opportunities compared to boats of similar size but different types, leveraging the concept of **flexibility and modularity** that dictates the rhythm of the interior spaces.

Bluegame, on the other hand, will showcase the **BG42** at the Venetian show, the shipyard's first and historic model, **a synthesis of design vision and the authenticity of life at sea** through a functional and efficient boat, born from a revolutionary idea that changed the rules of the sea. **The BG42 embodies the essence of Bluegame's multi-purpose boat** in just 42': not a walk-around, not an open, not a day-cruiser, or a chase-boat, but all of these combined. It has a large cockpit, a walk-around protected by high edges for safe maneuvering in open waters and ample visibility during docking, thanks to the central command post and the reverse windshield. The layout utilizes the entire width to allow the master cabin to be positioned midship with a king-size bed and a bow dining area that can seat up to six people and can be converted into a double bed.

Thus, Sanlorenzo returns to the Venice Boat Show and renews its bond with the lagoon city. A special and increasingly strong bond, as demonstrated by the preview presentation at the 2024 Biennale of the collaboration with artist **Michelangelo Pistoletto** and his Foundation for the new artistic project titled "Third Paradise Quick Response", which marked the prelude to the launch of **Sanlorenzo Arts Venice**: a hybrid space dedicated to culture and the arts, destined to emerge as a reference point in the cultural landscape of the city.

Sanlorenzo Arts Venice, whose inauguration is scheduled for 2025, stems from Sanlorenzo's desire to create a place that highlights the deep connection between the company and the art world, offering a space where creativity merges with innovation in the world of yachts and where art, nature, and technology come together to create unique vessels ready to chart new courses in the future of humanity.

For more information:

Sanlorenzo Spa	MSL - Ufficio Stampa Sanlorenzo
Stefania Delmiglio	Alessandra Pedrona
Tel. +390187545700	Tel. +393473332594
E-mail s.delmiglio@sanlorenzoyacht.com	E-mail sanlorenzo@mslgroup.com

Sanlorenzo

For over 60 years, Sanlorenzo has been a **worldwide-recognized Made in Italy icon**, producing **custom-built, top-of-the-line** motoryachts that blend **quality, design and craftsmanship with the most advanced and sustainable engineering and technological solutions**.

The shipyard, the world's first mono-brand 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 taken over by Giovanni Jannetti, who moved its headquarters to Ameglia (SP) in 1999. In 2005, **Massimo Perotti** - with twenty years of experience in the sector - picked up the baton by purchasing the company. Under his guidance, Sanlorenzo registered an extraordinary growth: the net revenues from new yachts increase 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. Today, 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 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 close collaboration with the world of design and architecture, developed 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.

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 lies on sustainability and technological revolution, attention to the supply chain and services dedicated to its clientele.

The company has set out a clear path toward carbon neutrality, the "**Road to 2030**," which is embodied in exclusive strategic agreements with the world's largest players in the fields of mobility and sustainable energy, such as Siemens Energy and Rolls-Royce Solution GmbH - Global Marine (MTU), for the development of the most innovative and environmentally friendly solutions for Sanlorenzo and subsidiary Bluegame's yachts, such as green methanol and hydrogen, which will revolutionize the boating world in the coming years.

Two important milestones will be achieved in 2024, in terms of both technological and sustainable innovation of Sanlorenzo. The launch of the **Superyacht 50Steel**, with the first installation of the Fuel Cell system powered by hydrogen reformed directly on board from green methanol, for power generation feeding hotel services - resulting from the exclusive agreement with Siemens Energy and certified by Lloyd's Register -, and the deliveries of the **Bluegame BGH** tender, powered exclusively by hydrogen and zero emissions, which in October will compete in the America's Cup as a supporting "chase boat" for both the New York Club American Magic team and the French Orient Express team.

Consistent with its identifying values, Sanlorenzo's commitment to sustainability and the promotion of marine culture is also expressed through two prestigious projects.

The **Fondazione Sanlorenzo**, strongly wanted by the Perotti family, which, born in 2022, implements actions aimed at supporting Italy's minor islands and improving the economic and social conditions of their communities, starting with their youngest members.

Sanlorenzo Arts Venice, the Group's new cultural research center, a founding member of the Venice World Capital of Sustainability Foundation: a hybrid space dedicated to culture and the arts, encapsulating Sanlorenzo's values of

sustainability, innovation and design, which aims to contribute to a global movement to foster positive change, for a more sustainable future.