

## Sanlorenzo at the 2024 Fort Lauderdale International Boat Show

*The Italian maison confirms its presence in the American market with five of its most representative models and two of Bluegame's most significant products*

Press Release, 22 October, 2024 – Sanlorenzo renews its participation at the **Fort Lauderdale International Boat Show** in Florida, for the world's largest and most important in-water boat show. From 30 October to 3 November, 7 of the most representative models of the Italian maison and the **Bluegame** brand will be on show for the over 100,000 visitors expected.

Representing Sanlorenzo's ability to blend innovation, luxury, sustainability and Made in Italy design excellence will be the following boats:

- **SL120A / SL96A / SL90A:** asymmetrical trilogy, these yachts fully embody the concept that Sanlorenzo first introduced to the market, revolutionizing the traditional bilateral symmetry typical of most yachts. The asymmetrical philosophy makes it possible to **redesign the on-board balance by maximizing interior and exterior spaces** and ensuring greater usability, so as to find **unprecedented and optimized living solutions** capable of maintaining a lively and constant relationship with the external seascape. In these three yachts the concept of asymmetry is declined in different ways, also due to the different dimensions, but always **preserving intact the elegance and distinctive style of Sanlorenzo**.
- **SD96:** with this yacht, which is part of the semi-displacement line, Sanlorenzo once again **rethinks the stylistic features of nautical design**, introducing the concept of transformability of spaces, which evolve and adapt continuously to the needs of those who live them to **enrich the experience on board** more and more. The SD96 offers more space and opportunities than yachts of the same size, leveraging the concept of flexibility and modularity while maintaining a precise concept of elegance, allowing **great autonomy to reach even the most distant destinations**.
- **SX88:** crossover with unprecedented success, it represents an **innovative synthesis of the classic flybridge motor yacht and the explorer type**. The wide open spaces and large, elegant glass surfaces guarantee an **aesthetic synergy between indoor and outdoor**, admirably **balancing aesthetics and functionality**. Conceived for experienced and demanding owners who choose to experience their yacht in a new and dynamic way, the SX88 has been designed with a **focus on environmental sustainability**. The combination of new lighting technologies, low-consumption on-board systems, the thermal insulation provided by the special windows used, and the large energy reserve provided by the lithium batteries, allows the SX88 to offer 4 to 8 hours of 'zero emissions', keeping all the boat's functions operational.

As for **Bluegame**, the models on display at the Fort Lauderdale International Boat Show will be:

- **BGX63:** the second model in the brand's **innovative crossover range**, which encompasses all the advantages of the BGX line's revolutionary concept in a boat of smaller dimensions, starting from the desire to **prioritise life on board for the owner and the privacy of guests, to comfort during navigation and the revolutionary layout, which connects the external and internal areas in such a fluid way** as to be compared to that of much larger yachts. All this without neglecting the brand's founding values, which find expression in the hull's performance in the broadest sense - comfortable and safe navigation in all

conditions, surprising maneuverability - in the levels of comfort of a superior category and in the application of principles of sustainability.

- **BG42:** the first and historical model from the Ameglia shipyard, is the **synthesis of design vision and the ability to experience the sea in an authentic way** thanks to a functional and efficient boat. The BG42 condenses the essence of Bluegame's multi-purpose boat into just 42 ft and offers **the best of a walk-around, an open, a day-cruiser and a chase-boat all in one model**, born from an idea with revolutionary scope that has changed the rules of the sea. A large cockpit, a walk-around protected by high edges and ample visibility when mooring are the key features of the boat, which also offers maximum comfort in the living spaces.

The presence at the Fort Lauderdale Boat Show confirms Sanlorenzo's commitment to the American market, a region that continues to play a fundamental role in its international growth strategy and that the Group presides over with **Sanlorenzo Americas**, the historic ambassador of the maison. This event offers an unparalleled platform to present some of the most representative models of the Sanlorenzo and Bluegame lines to overseas enthusiasts, thus reinforcing their reputation for excellence in design, cutting-edge technology and innovation under the banner of sustainability.

*For more information:*

**Sanlorenzo Spa**

Mariangela Barbato  
Tel. +39 3409955110

E-mail [communication@sanlorenzoyacht.com](mailto:communication@sanlorenzoyacht.com)

**MSL – Press Office Sanlorenzo**

Alessandra Pedrona, Tel. +39 3473332594  
Marco Capetti, Tel. +39 3442777516

E-mail [sanlorenzo@mslgroup.com](mailto: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 *craftmanship 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 5 shipyards: La Spezia, Ameglia, Viareggio, Massa and Arbatax (Sardinia).

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 hotelier 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.