

# SANLORENZO

## Sanlorenzo sets sail for the Palm Beach Boat Show 2023

*Two of the shipyard's most successful models on the American market land at the boat show taking the Made to Measure approach overseas*

Press Release 23 March 2023 - **Sanlorenzo** lands in Palm Beach **from 23 to 26 March**. Along Flagler Drive, in the centre of West Palm Beach, Florida, the forty-first edition of the **Palm Beach International Boat Show** will take place on these dates. With **Sanlorenzo Americas**, brand ambassador in the US, Sanlorenzo will be present with two of the most loved and appreciated models by American customers: **SL86** and **SL120A**.

**SL86** embodies the perfect combination of the shipyard's tradition, with its understated lines and exquisite elegance, and the innovations introduced on board that make it a highly successful model capable of meeting the desires of American owners.

**SL120A** is the 40-metre with an asymmetrical layout that has transformed on-board living by breaking with convention, revolutionary concept that has also found an enthusiastic response in the States.

Sanlorenzo reconfirms its success on the American shores thanks to a presence characterised by a highly qualified and customised service based on the needs of the market and customers, without betraying the brand's historical values, tradition and research always oriented towards technological innovation.

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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 €740 million in 2022. 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 40 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. In 2022, 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, <https://vsf.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.*