

# SANLORENZO

## Sanlorenzo at Palma International Boat Show 2024

*With SPI 10, SD96, BG54, and BGX63 from the Bluegame brand of the Italian luxury yachting maison, the passion for innovation, design, and sustainability is showcased at the Palma Boat Show*

Press release, April 22nd, 2024 - From April 25th to 28th, Sanlorenzo and Bluegame will be in Mallorca to participate in the **Palma International Boat Show**, the event that inaugurates the Mediterranean yachting season and celebrates its 40th anniversary this year with special events and initiatives. For the occasion, the Italian luxury yachting maison will dock at Palma's Moll Vell with the SPI 10 and SD96 models, two yachts that embody **the company's ongoing quest for innovation**, aiming to combine luxury, contemporary design, and comfort with a commitment to sustainability. An experimental approach is translated into SD96's innovative space management and interior solutions tailored to the customer's needs and into SPI 10's use of cutting-edge technologies to ensure excellent performance while respecting the environment.

Alongside these, BG54 and BGX63, two creations by Bluegame, a brand known for its unmistakably bold and unconventional spirit – including its project BGH-HSV, a zero-emission tender created for America's Cup - will further enrich the eclectic range on display to the public in Mallorca.

### Sanlorenzo yachts

#### SPI 10

SPI 10 is the **new open coupé** through which Sanlorenzo introduces the world to sports yachting, offering an evolved and revolutionary solution that **combines eco-awareness with unique comfort and top-level performance**. With this project, the shipyard has taken a further step forward in researching and developing low-impact environmental technologies: as the first yacht in the SP - 'Smart Performance' range, SPI 10 aims to ensure high performance with maximum energy efficiency through a fractional propulsion system composed of three engines with an optimal power-to-weight ratio, allowing **great flexibility, reduced consumption, and varying autonomy depending on the desired speed**. The vessel is also equipped with an energy recovery system that utilizes **6 kW high-efficiency monocrystalline solar panels** alongside a lithium battery pack, allowing the boat to power hotel services for several hours without using generators. The SPI 10 is a two-deck yacht with an unprecedented layout, composed of extremely spacious surfaces that can be used in various ways, providing unmatched indoor and outdoor comfort for a yacht of this type.

#### SD96

Born from continuous research and attention to onboard needs, with SD96, Sanlorenzo once again rethinks the stylistic elements of yacht design by introducing the concept of **space transformability, which continuously evolves and adapts to the needs of those aboard** to enrich their experience. The vessel is part of Sanlorenzo's semi-displacement SD yacht line, models inspired by the lines of 1930s ocean liners, reintroducing that precise concept of elegance. Shuttles that allow for **great autonomy to reach even the farthest destinations**, designed for the owner who chooses to live at sea for extended periods, traveling in tranquility without time constraints. For this reason, SD96 offers superior spaces and

opportunities compared to vessels of similar dimensions but of different types, leveraging the concept of **flexibility and modularity**, which dictates the rhythm of the interior spaces.

## Bluegame yachts

### BG54

The first model of the 2.0 generation of the historic BG range, BG54, boasts innovative design and excellent performance. This vessel exceeds expectations, offering a unique combination of spacious and functional areas that one wouldn't expect in a 54-foot yacht. Redesigned in line with the latest technical evolutions, the BG54 model features improved aft and bow areas in terms of ergonomics and functionality. Thanks to the intelligent and flexible layout, the owner can choose between two or three proposed cabins, including a full-beam master cabin: a unique addition for vessels of this size. Like all other Bluegame models, BG54 is built around super-performing waterlines that have made the BG range a benchmark for navigation quality.

### BGX63

BGX63, the latest addition to the BGX family, where X stands for crossover, is designed to offer maximum comfort and privacy to guests thanks to its fluid layout, seamlessly integrating indoor and outdoor spaces through cutting-edge engineering solutions: a surprising layout with a continuity of spaces that allows for a constant relationship between man and the sea. The engine room disappearing aft, in the space below the ample beach, provides a single, large area that eliminates any barriers between the interior and exterior, allowing them to naturally interact with each other. Functional and safe deck maneuvers and an extremely performing hull remain undisputed features of Bluegame-branded yachts.

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At the Palma International Boat Show, Sanlorenzo once again showcases its ability to respond to the needs of an ever-evolving market by leveraging **tireless research and innovation activities**, which materialize both in the development of innovative internal design solutions and in the adoption of engineering and technological solutions that confirm the company's pioneering vocation in the field of sustainability.

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## 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 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.

## **Bluegame**

Bluegame was born in 2004 from the dedication and ambition of Luca Santella to create functional and efficient boats, unique in the market, unconventional, and escaping any categorization: this translates into the historic BG range, a perfect synthesis of sophisticated design vision and the authenticity of living the sea without compromises. In 2018, entry into the Sanlorenzo Group changed the paradigm of Bluegame, opening incredible development opportunities. Under the guidance of CEO Carla Demaria and Head of Product Strategy Luca Santella, the company experienced extraordinary growth, with revenue multiplying by 16 times in five years; new lines gradually joined the historic BG, remaining faithful to its DNA: the BGX line, where "X" recalls the crossover soul present on Sanlorenzo's SX boats, and the BGM line, with the first luxury multihull not only in Sanlorenzo's history but in the market as well. But at the heart of Bluegame's design is always sustainability, of which BGH is the ultimate expression, a "chase boat" with hydrogen-only propulsion and foil use, flying alongside American Magic and Orient Express Racing Team during the 37th America's Cup. Not a destination but a starting point for the shipyard, which will leverage this experience on the new BGF line, foil-equipped multihulls, set to be launched in 2025.