

## Sanlorenzo and Bluegame at the Miami International Boat Show 2025

*The two brands will bring a selection of yachts overseas that symbolize their pioneering approach, an expression of technological innovation, cutting-edge design, customization and Made in Italy elegance*

*Press release, February 5, 2025* – Sanlorenzo and Bluegame set sail for the **Discover Boating Miami International Boat Show**, the first overseas stop of 2025, taking place **from February 12 to 16**. Sanlorenzo and Bluegame will showcase to an international audience some of their most iconic yachts, embodying the values that have made the Group a symbol of quality, design, and innovation worldwide.

**Sanlorenzo** will bring two representative models of its revolutionary asymmetrical range to Miami, the **SL90A** and **SL96A**, joined by the **SL78**, a planing-hull motor yacht that is unique in its category for being fully customizable according to its owner's requirements. **Bluegame**, a brand renowned for its ability to redefine the boundaries of innovation in the nautical sector, will showcase the **BG54**, representing the historic BG range and **BGX73**, the BGX range representative combining sophisticated and elegant exterior lines with a distinctive interior layout.

### SL90A and SL96A

These two yachts perfectly embody the revolutionary concept of asymmetry, which Sanlorenzo introduced to the market, redefining the traditional on-board balances typical of most yachts. Applied to the SL90A and SL96A, this innovative philosophy allows a reimagining of onboard dynamics and maximizes both interior and exterior spaces, enhancing their functionality. This approach offers innovative spatial concepts and creates unique living experiences, offering fresh perspectives that enhance the ongoing and intimate connection with the external seascape. The asymmetric configuration, applied in different ways on the two yachts, retains a single walkway on the starboard side while eliminating the one on the port side, which is instead placed on the roof of the superstructure. This allows significant space to be repurposed for improved interior design. In addition to the main salon, which is further enlarged and enhanced by the natural light from the full-height side windows, the main deck houses the owner's cabin, allowing for a configuration that is typically seen only on larger yachts.

### SL78

The SL78, an entry level model of Sanlorenzo's planing range, stands out for its ability to blend traditional elements and innovative solutions, offering an unparalleled level of customization.

Numerous innovations have been introduced on this vessel, with features set to become new standards across the entire planing range; starting from windows, hull portholes, and the bow living area furnished with sofas, a table, a sunbathing area and a cabriolet for shade. The goal defined in the design phase – maximizing volume and optimizing spaces while flooding them with light – is achieved through the use of large glass surfaces which, thanks to the innovative lowering of the bulwarks at the salon level, allow guests seated on the salon sofas to enjoy the view of the sea in a space that has never been so expansive and bright, all while preserving and enhancing the unmistakable stylistic signature of the maison.

## BG54

The BG54 represents the bold and innovative evolution of the BG range, earning its designation as the "Bluegame 2.0 model." With an astonishing layout, the BG54 redefines the concept of space on a 54-foot vessel, offering generous interior and exterior areas. The helm offers exceptional visibility, the aft provides ample space, and the bow area is optimized with a convertible dinette that swiftly transforms from a dining area to a lounge, offering versatility and comfort. The owner can choose from various layout options for two or three cabins, made possible by the compact Volvo IPS engines, which free up space below deck and allow for a full-beam master cabin - a unique feature in this category. Staying true to Bluegame's stylistic tradition, the high-performance hull lines ensure quality, safety, and an enjoyable navigation experience in all weather conditions.

## BGX73

The BGX73 represents a revolution in the concept of yachts, that defies traditional classifications. It combines sophisticated lines with an innovative layout, designed to offer unparalleled versatility. The two-level living area is just the first example of the innovative space arrangement, where interiors and exteriors blend seamlessly, creating visual continuity and a direct connection with the sea. The owner can enjoy various spaces with great flexibility, personalizing their layout for a comfortable and optimized living experience. Thanks to the balance between refined design and superior performance, the BGX73 is a versatile vessel, ideal for long cruises in total comfort, offering an exclusive and unmatched navigation experience.

### *Per ulteriori informazioni:*

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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, and the headquarters moved to Viareggio, before being relocated 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 leadership, Sanlorenzo registered an extraordinary growth: net revenue from new yachts increased from €42 million in 2004 to €915-950 million as per the 2024 Guidance. In 2019 the Company was listed on the Euronext STAR Milan segment of the Italian Stock Exchange.

Today, the production of the Yacht (in composite from 24 to 40m) and Superyacht (metal from 44 to 73m) Business Units of Sanlorenzo is distributed across 6 shipyards: La Spezia, Ameglia, Viareggio, Massa and Arbatax (Sardinia) and Pisa. In addition, the production of the Group is also articulated into the Bluegame Business Unit (in composite between 13 and 23m); and the Nautor Swan Business Unit (sailing yachts in carbon fibre and composite, and motor yachts in composite, between 13 and 39m, as well as the divisions ClubSwan Racing, dedicated to the organization of the sports activities, and Nautor Swan Global Service dedicated to refit).

The strong drive for innovation that has characterised the Company's vision has enabled the Group 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 throughout this journey 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, Rolls-Royce Solution GmbH - Global Marine (MTU) and MAN Truck & Bus SE, 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 have been achieved in 2024, in terms of both technological and sustainable innovation of Sanlorenzo. The launch and delivery 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 hotellerie services - resulting from the exclusive agreement with Siemens Energy and certified by Lloyd's Register -, and the delivery of the two **Bluegame BGH** tenders, with foils and powered exclusively by hydrogen and zero emissions, which competed in the America's Cup in October as "chase boat" for both the New York Club American Magic team and the French Orient Express team.

Furthermore, 2024 marks a year of important acquisitions for Sanlorenzo. That of the **Nautor Swan Group**, worldwide iconic brand engaged in the design, construction, sale and refit of top-end sailing yachts with Swan, Maxi Swan, and ClubSwan range, as well as motor yachts under Swan Shadow, Swan OverShadow and Swan Arrow models; and the acquisition of **Simpson Marine** leading player in distribution in the South East Asian market with 12 sales offices and 10 service points, with a representation from Hong Kong, and offices in China, Taiwan, Singapore, Thailand, Malaysia, Indonesia, and in Ho Chi Minh and Sydney. In 2024 **Sanlorenzo MED** was also established, a direct sales and service centre based in the major Mediterranean hubs of Monaco, Palma de Mallorca and Cannes.

Consistent with its identifying values, which led it to become a founding member of the Venice World Capital of Sustainability Foundation, Sanlorenzo also expresses its commitment to sustainability and the promotion of marine culture through two prestigious projects. The **Fondazione Sanlorenzo** established by the Perotti family, which, born in 2021, 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 Venice-based cultural research center, is 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 founded in 2004 through Luca Santella's dedication and ambition to create functional and efficient boats that are unique on the market, unconventional, and defy categorisation. This vision translates into the historic BG range, a perfect synthesis of sophisticated design and the authenticity of an uncompromising experience of the sea. In 2018, joining the Sanlorenzo Group changed the paradigm for Bluegame, opening incredible development opportunities. Under the leadership of CEO Carla Demaria and Head of Product Strategy Luca Santella, the company has experienced extraordinary growth, with revenue multiplying 16 times in five years. New lines have progressively joined the historic BG range, while staying true to its heritage: the BGX line, where 'X' recalls the crossover spirit present on Sanlorenzo's SX boats, and the BGM line with the first luxury multihull in the history of both Sanlorenzo and the market. However, sustainability is always the focus of Bluegame's design, epitomised by BGH, the hydrogen-powered chase boat using foils that flew alongside American Magic and Orient Express Racing Team during the 37th Edition of the America's Cup. This is not an endpoint but a starting point for the shipyard, which will leverage this experience on the new BGF line of foil multihulls to be launched on the market in 2025.