Azimut Yachts and Atlantis expand relationship with MarineMax

Azimut Yachts and Atlantis today announced they expanded the relationship with MarineMax Inc. (NYSE: HZO), the world’s largest recreational boat and yacht retailer, in areas such as the Midwest, including Ohio, Michigan and Illinois, Texas, the northern Gulf Coast, and the West Coast of the United States.

Azimut Grande 116’ luxury charter yacht VIVERE by Azimut Yachts

Azimut Yachts and Atlantis are part of the Azimut|Benetti Group, the largest yacht manufacturer in the world and the world's leading private group in the luxury boating sector.

Azimut manufactures luxury cruising models ranging from 40’ through 100’. A showcase of Italian luxurious design and powerful performance. Azimut and Atlantis yachts are known for their stunning lines, luxurious appointments and dockside elegance. The Group has the most extensive sales network in the boating industry worldwide and with this geographic expansion,
MarineMax is now the exclusive Azimut dealer for the entire United States except for Florida where the Atlantis brand is distributed by YBM International.

Paolo Vitelli, President of the Azimut|Benetti Group said, “We are proud to expand our business relationship with MarineMax, the world's largest and most professional organization in yacht distribution. The design, quality and technology of our yachts are recognized in the States to the point that Azimut Yacht is the number one European brand in North America and, in certain segments, number one overall. Such achievement is the result of the combined efforts of Azimut and MarineMax. Professionalism, commitment to customers and the quality of service are the strength points of MarineMax which will make this partnership even more successful.”

William H. McGill, Jr., Chairman, President, and Chief Executive Officer of MarineMax commented, “We are pleased to be able to expand our already strong Azimut relationship. Azimut is one of the premier manufacturers in the World with excellent support to dealers and customers. The markets we have expanded into have substantial long term potential for MarineMax and Azimut. Historically, brand expansions like this have proven to be very accretive. We look forward to bringing the MarineMax approach to these new markets for our Azimut customers.”

About Azimut|Benetti Group

With 70 dealers having 138 offices in 68 countries, Azimut|Benetti boasts the world’s most comprehensive and extensive sales network in the nautical sector. Performance, sportiness, luxury and tradition are the characteristics that best define the Group’s prestigious fleet, which is divided into four brands: Atlantis, Azimut Yachts, Azimut Grande and Benetti. For each brand, a wide, comprehensive range of models is available.

Certainly the broadest and most comprehensive in the world. The Azimut|Benetti Group operates and produces in its 9 shipyards and has representative offices in Shanghai, Hong Kong, Fort Lauderdale (USA), Italjai (Brazil) and Orhangazi, Bursa (Turkey).

About MarineMax

Headquartered in Clearwater, Florida, MarineMax is the nation’s largest recreational boat and yacht retailer.

Focused on premium brands, such as Sea Ray, Boston Whaler, Meridian, Cabo, Hatteras, Azimut Yachts, Grady-White, Bayliner, Nautique and Malibu, MarineMax sells new and used recreational boats and related marine products and provides yacht brokerage services. MarineMax currently has 53 retail locations and operates within Alabama, Arizona, California, Connecticut, Florida, Georgia, Kansas, Maryland, Massachusetts, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Rhode Island, Tennessee and Texas.