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Oggetto : Nautor Swan and Edmiston join forces with a
shared vision

Testo del comunicato

Vedi allegato

SANLORENZO

NAUTOR SWAN AND EDMISTON JOIN FORCES WITH A SHARED VISION

Ameglia (La Spezia), 20 March 2025 – Sanlorenzo S.p.A. (“**Sanlorenzo**”) announced the commercial partnership between the subsidiary **Nautor Swan** and **Edmiston**, one of the largest brokerage house in the world, for the new sailing alloy 40+ metres range. The first yacht will be designed by Malcolm McKeon Yacht Design.

The partnership between Nautor Swan and Edmiston signifies the beginning of an exciting new era. For Nautor Swan, this venture represents a bold step into a new market, not just in terms of size but also material, introducing a new range of sailing yachts designed for a discerning and forward-thinking clientele. For Edmiston, the partnership affirms their trust in Nautor Swan’s status as legendary brand in sailing, which will drive the project to global success.

The collaboration is built on a shared vision to elevate Nautor Swan’s global presence, furthering its legacy in the maxi yacht segment, and to strengthen the reach of the new alloy range across the world. It also marks another significant step in the “**Nautor Swan for America**” initiative that began with the partnership with American Magic, aiming to re-energize sailing in the United States.

Massimo Perotti, Executive Chairman of Sanlorenzo, commented: *«We acquired Nautor Swan to complement our product offering, entering the sailing segment with the most iconic brand. Sanlorenzo and Nautor Swan share similar values, catering to a club of “connoisseur” yachtsmen who are passionate about the sea. We are actively exploring new markets, and have exciting plans ahead of us with sailing also positioning itself as a sustainable choice. Our partnership with Edmiston is a natural progression of our shared vision which opens up new opportunities for the future of both brands.»*

«Nautor Swan is one of the iconic names within the sailing yacht world. We are excited to embark on this journey with Sanlorenzo and Nautor Swan to establish the brand at the pinnacle of performance sailing yacht production. Working closely with Massimo and Giovanni, with Bruce leading from Edmiston we are optimistic and excited for the future» – stated Jamie Edmiston, Chief Executive Edmiston.

Giovanni Pomati, CEO of Nautor Swan, said: *«This partnership with Edmiston is vital to completing a strategic operation that will leverage the collective expertise of Sanlorenzo in the superyacht industry. The collaboration will create a powerful synergy of knowledge, ensuring the success of an ambitious global project and technology transfer opportunities to the sailing segment.»*

Bruce Brakenhoff will be the primary contact at Edmiston for this exciting new project. Edmiston’s office, located at 2 Marina Plaza, Goat Island, Newport, Rhode Island, will serve as the operational hub for the promotion and sales activities of this new yacht range, marking a significant return for Nautor Swan to Newport, a world-renowned sailing center that has long been a beacon for yacht enthusiasts.

The Finnish shipyard is working on multiple fronts, with the new alloy range standing as one of its most pivotal initiatives. This range is designed for an important market segment, where owners are eager to finally own a Swan-branded yacht and become part of the Swan legend.

The first yacht in this alloy range will be designed by Malcolm McKeon Yacht Design, whose design philosophy combines performance, comfort, and innovation with elegance and modernity. McKeon’s expertise will push the

boundaries of performance while retaining the timeless beauty and tradition for which Swan yachts are renowned, while also ensuring the authenticity of the Swan experience for new and existing customers.

The alloy sailing yachts will honor Nautor Swan's iconic aesthetic while focusing on protection, comfort, and long-range cruising ability, with no compromise to sailing performance. Sustainability will be at the core of every design, incorporating cutting-edge solutions such as hydrogeneration and other eco-friendly technologies already experienced by Sanlorenzo including methanol and hydrogen.

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Sanlorenzo S.p.A.

Sanlorenzo is a leading global brand in the luxury yachting which builds "made-to-measure" yachts and superyachts customized for each client, characterized by a distinctive and timeless design.

Founded in 1958 in Limite Sull'Arno (FI), the cradle of Italian shipbuilding, Sanlorenzo has excelled in carving out a clear identity and a high-end brand positioning over time. In 1974, Giovanni Jannetti acquired the company and created Sanlorenzo legend, producing every year a limited number of yachts characterized by a unique, highly recognizable style, comfort, safety and focusing on a sophisticated customer base. In 2005, Massimo Perotti, Executive Chairman, acquired the majority of Sanlorenzo, guiding its growth and development on international markets, while preserving the heritage of the brand.

Today, manufacturing activities are carried out in four shipyards in La Spezia, Ameglia (SP), Viareggio (LU) and Massa, synergistically and strategically located within a 50 kilometres radius, in the heart of the nautical district.

The production is articulated into three business units: Yacht Division (composite 24-40 metres yachts); Superyacht Division (44-73 metres aluminium and steel superyachts); Bluegame Division (13-23 metres sports utility yachts in composite). Sanlorenzo also offers an exclusive range of services dedicated to its clients, such as a monobrand charter program (Sanlorenzo Charter Fleet), maintenance, refit and restyling services (Sanlorenzo Timeless) and crew training (Sanlorenzo Academy).

The Group employs over 970 people and cooperates with a network of thousands of qualified artisan companies. In addition, the Group leverages on an international distribution network, a widespread service network for customers worldwide, close collaborations with world-renowned architects and designers and a strong liaison with art and culture.

In 2024, the Group generated net revenues from the sale of new yachts of €930.4 million, with an EBITDA of €176.4 million and a Group net profit of €103.1 million.

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