

YACHTIQUE

ELITE YACHTING SERVICES

Tuesday 6th September 2011

For immediate release:

- Yachtique Concierge Club unveiled at Cannes Festival de la Pleasance 2011
- Official launch of a dedicated, 24 hour support team for clients of the Azimut|Benetti Group

Today sees the launch of a major new service for yacht owners. The **Yachtique Concierge Club** provides yacht owners with a unique, multilingual support team; ready to look after almost any and every requirement they may have, on or off the water. Members of the Concierge Club benefit from assistance and advice in four key areas.

Bookings & Reservations:

24 hours a day, 365 days a year, a team specialising in five star luxury and marine concierge services is available to look after a yacht owners' every booking requirement at the marina and onshore, including marina berths, restaurants, taxis and flights, golf courses, beauticians, babysitters and chefs.

Marine Experts:

A team of maritime professionals is available to advise and guide yacht owners on a wide range of specialist subjects as well as providing real-time information and updates on relevant topics such as weather forecasts, sea conditions, navigation, itineraries, local advice, medical information, radio frequencies and maintenance issues.

Deliveries:

The procurement and delivery team can source, purchase and deliver items directly to a yacht, whatever the requirement and no matter which location. Deliveries can include the urgent sourcing of spare parts, chandlery, marine consumables, wines, fresh fruit and vegetables, meat, fish, bread and cakes, flowers and toiletries.

Member Discounts:

Club members benefit from significant financial advantages through highly preferential rates for an array of marine-related products and services such as significant discounts off winter storage, hauling and launching, antifouling and engine servicing; overnight berths, interior furnishings and tenders.

Membership also includes a discount off fuel purchases at IP fuel stations, preferential insurance premiums with Generali and complementary medical assistance.

Patrick Coote, Marketing Director of Yachtique comments: "This is the very first yachting concierge service of its kind and heralds yet another industry first for Azimut | Benetti. Yacht owners and Captains can now rely on a professional shore-based team to assist them, irrespective of whether their vessel is 40ft or 40m in length. Yachting should be a pleasurable experience and our concierge team is there to ensure it stays that way."

Notes to Editors:

Yachtique Elite Yachting Services encompasses all of the luxury yacht services offered by the Azimut | Benetti Group. It is the largest luxury yacht services organisation in the world and comprises five specialist companies. Yacht owners can benefit from full assistance, expertise and professional advice through one single organisation throughout the entire lifecycle of ownership, from acquisition to operation and on to refit and sale.

The multilingual concierge operations-centre is provided by Sailornet Srl, a leading company in yachting lifestyle and assistance services, based at via Cangiullon.24, Rome, Italy.

All medical services are provided by the Mondial Assistance Italia SpA operations centre, based at via Ampère n.30, Milan, Italy with no involvement from Azimut | Benetti SpA.

The contents of this press release do not form any part of any offer or contract and should not be relied upon as statements or representation of fact.

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