

SANLORENZO

Sanlorenzo Lands at the Miami International Boat Show

*The Italian brand's unique identity will be on display in the U.S.
with four vessels: SD90, SL86, SL90A and SX88.*

Press Release, 7 February 2024 – The season of big events continues as Sanlorenzo will participate in the upcoming **Discover Boating Miami International Boat Show**, one of the world's top boat shows taking place **from February 14 to February 18, 2024**.

During the show, the maison will showcase **four emblems of its identity**, reflecting the **innovative vision** and **unmistakable elegance** of the Sanlorenzo brand: **SD90**, a symbol of technological efficiency and meticulous care in the search for materials; **SL86**, a combination of traditional features and innovative concepts with an unparalleled level of customization; **SL90A**, part of the SL range and a revolutionary component of the asymmetrical line; and **SX88**, a crossover motoryacht distinguished by wide open spaces and elegant glazed surfaces.

A perfect blend of elegance, design and technology, **SD90's** layout is designed to ensure the maximum livability of the boat, reflected in the unprecedented features included in the exterior profile and in the interior design, capable of conveying a completely revised perception of space.

Two SL line members will also be on display at the Miami Boat Show: SL86 and SL90A. **SL86** features numerous innovations, with optimized spaces and volumes, all in the utmost respect of Sanlorenzo's DNA: the large, glazed windows allow guests to savor the sea sight in **a space that's never been so vast and bright**, preserving and exalting the **unmistakable stylistic mark of the maison**. In Miami, Sanlorenzo showcases **SL90A**, part of the brand's asymmetrical line, which has reshaped the locations and patterns of life on-board, with unseen perspectives on the seascape. The innovative layout and relatively contained size of SL90A represented a **major design challenge**, and the extraordinary result achieved allows the peculiarities and advantages of the asymmetric concept to be fully experienced even on a yacht under 30 meters.

The last vessel on display at Discover Boating will be **SX88**, the crossover with an unparalleled success representing an exciting fusion between the classic flybridge motoryacht and the new explorer class. The wide open spaces and large glazed areas ensure an **aesthetic synergy between the indoor and the outdoor environment**, admirably calibrating the relationship between appearance and functionality.

With such a relevant and diverse presence at the Miami International Boat Show, **Sanlorenzo** reaffirms its commitment to the American market, which it presides over with **Sanlorenzo of the Americas**, the historic ambassador of the maison, by which it maintains a dynamic and ongoing relationship with the many shipowners in North and South America, fond of the exclusive made-in-Italy brand.

Press contacts:

Sanlorenzo Spa	MSL – Sanlorenzo Press office
Stefania Delmiglio	Alessandra Pedrona
Tel. +390187545700	Tel. +390277336394
E-mail s.delmiglio@sanlorenzoyacht.com	E-mail sanlorenzo@mslgroup.com

Sanlorenzo

For over 60 years, the Sanlorenzo shipyards have been producing high quality motor yachts, exclusively custom-built, the result of a fusion of craftsmanship, design and the most advanced technology.

The shipyard, the first mono-brand in the world 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 acquired by Giovanni Jannetti, who in 1999 moved its headquarters to Ameglia (SP). In 2005, Massimo Perotti - with twenty years of experience in the sector - picked up the baton by purchasing the company, initiating a new, important phase of development.

Under the direction of Massimo Perotti, President and Chief Executive Officer, Sanlorenzo has gone through extraordinary growth, raising consolidated net revenues from new yachts from €40 million in 2004 to €740 million in 2022. In 2019 the company was listed on the Euronext STAR segment of the Italian Stock Exchange.

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 today 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 exposure to the world of design and architecture, 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.

The fervent influences of the worlds of interior design and architecture has steadily led the shipyard to explore more extensively the world of art, to which it has been linked through collaboration with leading galleries and cultural institutions. Sanlorenzo, with an exclusive agreement for the yachting sector, is Global Host Partner of Art Basel, the most important modern and contemporary art fair on the international scene for its annual appointments in Hong Kong, Basel, Paris and Miami Beach, where it is present in the Collectors Lounge with its own installations. Motivated by the desire to support, promote and spread the Italian art system, Sanlorenzo became the main sponsor of the Italian Pavilion at the 59th International Art Exhibition - La Biennale di Venezia.

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 will be on sustainability and technology, attention to the supply chain and services dedicated to its clientele. The maximum commitment will be directed towards sustainability. Already a co-founding member of the Venice World Capital Sustainability Foundation (Fondazione Venezia Capitale Mondiale della Sostenibilità), the company has launched a plan for the progressive reduction of its environmental impact, outlining a path towards carbon neutrality, through exclusive strategic agreements with the world's largest players in energy and propulsion production, such as Siemens Energy and Rolls-Royce Solution GmbH - Global Marine (MTU).

In 2021, at the behest of the Perotti family, the Sanlorenzo Foundation was established, whose central objective is to support the smaller Italian islands and the communities living there, financing projects and initiatives that contribute to the socio-cultural, economic and environmental development of these territories.