

SANLORENZO

Sanlorenzo launches second 50Steel, advancing the legacy of a superyacht uniting sustainable exploration and elegance.

- Second example of Sanlorenzo's pioneering 50Steel concept launched from La Spezia;
- Following the path set by *Almax* – which brought Sanlorenzo's green-methanol Reformer Fuel Cell concept into the industry conversation -- the second 50Steel hull further advances the platform with a strong focus on space, comfort, and a lifestyle designed for long-range cruising;
- Launch is the second of five 50Steel models in production, all secured by clients.

La Spezia, 31 January 2026 — Sanlorenzo today celebrates the launch of the second unit of its revolutionary 50Steel, further consolidating the model's position as one of the most forward-thinking concepts in the contemporary superyacht landscape. With five units now fully allocated to clients, 50Steel has rapidly established itself as a reference point in the superyacht market below 500 GT.

The 50Steel traces its origins back to *Almax*, a landmark yacht that marked a true turning point for the industry. With her launch and delivery in Summer 2024, Sanlorenzo reaffirmed its pioneering spirit through a breakthrough approach to onboard energy: a green-methanol fuel-cell system converting methanol into hydrogen and then electricity to support hotel loads. A milestone that strengthened Sanlorenzo's position not as a follower of trends, but as a shipyard capable of shaping them.

A key element of continuity across the 50Steel models is Sanlorenzo's patented Hidden Engine Room (*HER*) system: a truly revolutionary layout concept redefining onboard space while keeping displacement under 500 GT. By re-engineering the engine room, the traditional two-level configuration gives way to a horizontal arrangement of the propulsion systems and a new distribution of technical areas in the under lower deck. This unlocks valuable volume on the lower deck, enabling the creation of an additional guest-focused lounge.

Launched today from Sanlorenzo's Superyacht Shipyard in La Spezia, Italy, the second unit combines the strong architectural identity sculpted by Zuccon International Project with interiors developed by Sanlorenzo's renowned Style Department. The result provides a superyacht pairing a highly bespoke sense of space, atmosphere and comfort.

"The 50Steel line perfectly expresses Sanlorenzo's approach to innovation," said **Tommaso Vincenzi**, CEO of **Sanlorenzo**.

"From the first unit, it introduces pioneering solutions that anticipate where our industry is heading. The market response confirms that owners recognise this direction, not as an experiment, but as a credible and desirable evolution of the superyacht."

With the launch of its second 50Steel, Sanlorenzo continues to advance a clear vision for the future of the segment - one where design, technology and responsibility converge to create iconic yachts that do not follow trends, but set new benchmarks for what comes next.

About Sanlorenzo

For more than 60 years, Sanlorenzo has defined Italian excellence in yacht building, crafting custom-made motoryachts and superyachts that blend refined design, innovation, and advanced engineering. Founded in 1958, the shipyard is the world's leading mono-brand builder of yachts over 24 metres. Since 2005, under the ownership and leadership of Massimo Perotti, Sanlorenzo has undergone extraordinary growth — expanding its portfolio, production capacity, and global prestige. In 2019, the company was listed on the Euronext STAR Milan, further cementing its role as a leader in luxury yachting. Sanlorenzo's yacht and superyacht production spans six specialist shipyards across Italy, with models from 24 to over 70 metres in both composite and metal construction. The Group also includes Bluegame, below 24m — known for innovative crossover models — and the newly acquired Nautor Swan, a prestigious name in sailing and high-performance motor yachts. Design and architecture have always been core to Sanlorenzo's identity, thanks to long-standing collaborations with world-renowned studios including Piero Lissoni, Patricia Urquiola, Dordoni Architetti, and others. This fusion of yacht engineering and interior design sets Sanlorenzo apart in the world of high-end nautical craftsmanship. Looking ahead, Sanlorenzo is leading the sector toward sustainable innovation. Its "Road to 2030" strategy includes pioneering efforts in low-impact propulsion, such as green methanol fuel cells and hydrogen-powered tenders, developed with partners like Siemens Energy, MAN and MTU. In 2024, Sanlorenzo marked two major milestones: the delivery of the first 50Steel superyacht equipped with an onboard fuel cell system, and the launch of hydrogen-powered Bluegame tenders for the America's Cup. This same year, the Group acquired Nautor Swan, and with Simpson Marine, it is strengthening its portfolio and commercial footprint across Asia and beyond. Through initiatives like the Fondazione Sanlorenzo and Sanlorenzo Arts, the brand continues to support culture, sustainability, and the sea — values brought to life with the opening of Casa Sanlorenzo in Venice, a new home for design and dialogue.

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