



PRESS RELEASE

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BENETEAU in CHINA **Recognition of BENETEAU in the Chinese Market**

BENETEAU wins awards in China

BENETEAU took pride of place at the Shanghai International Boat Show in China last week. As a Strategic Partner of the China Cup International Regatta for 5 years, BENETEAU used its exhibition stand to host the Press Conference held to announce the third year of this event, which will run from 30 October to 2 November.

At the Asia Boating Awards ceremony, the CCIR received the "Regatta Event of the Year" award, whilst the award for "Best Sailing Yacht" in the 51' - 100' category went to the BENETEAU 57. This triumph is the culmination of many years of hard work publicising the BENETEAU brand and promoting sales in China.

Please note that the Océanis 50 was the only yacht shown at the Shanghai Boat Show.

China: A market with real potential

Sailing has really taken off in China over recent years. China's participation in the 32nd America's Cup in 2005, the first China Cup International Regatta held at Shenzhen in October 2007, the creation of new Yacht Clubs, the increase in membership numbers and the development of marinas and boat shows are all point to the exciting potential and prospects for sailing and the sailing industry.

BENETEAU and China

BENETEAU has been interested in this market for some time.

Its sales office was opened in Shanghai in 2005.

In 2007, BENETEAU received an order for 10 First 40.7s, followed by another for 20 boats the following year as part of assembling a one-design fleet for the China Cup International Regatta.

In 2008, BENETEAU signed a 5-year partnership with the CCIR to become the Strategic Partner of the regatta, which is now Asia's premier sailing event.

A Sales & Marketing Department for Asia has been created with the aim of developing sailing generally, and awareness of the BENETEAU brand in particular. The plan is to build market share in China and Asia through operational initiatives and partnerships.

As part of achieving these objectives, the "Day of Discovery" programme devised in collaboration with the CCIR to promote sailing to the wider Chinese public was officially launched at a Press Conference held during the Shanghai Boat Show. Two programme events have already been scheduled for August and November, as well as sailing initiation days for adults and introductory sailing lessons for children.

One of the main tasks of the Asian Sales & Marketing Department is to build and train a network of Chinese BENETEAU dealers to make the brand's entire product range accessible to the growing numbers of new sailing "aficionados" in this emerging market.

There's no doubt that recognition and awareness of the BENETEAU brand by the Chinese press, business community and public will represent an important growth opportunity for BENETEAU.