



**BENETEAU POWERBOATS AMERICA**  
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## Leading Yacht Builder Expands in North America

*Annapolis, MD, June 29, 2011* – Beneteau, one of the world's leaders in the manufacturing of high quality production yachts has expanded operations in North America by opening a marketing and sales office for its powerboats division in Annapolis, Maryland.

"Beneteau is widely known throughout North America as the #1 builder of 30-foot plus sailing yachts, but it is a little known fact here that Beneteau also builds powerboats. Our powerboat brands are among the most highly regarded and reputable ones in the industry abroad," explains Laurent Fabre of Beneteau. "We have an exciting challenge to raise awareness throughout North America, but we're convinced Beneteau will bring dynamics back to the boating sector with product innovations, new architecture and style while addressing the specific needs of the North American powerboat market," he says.

Laurent Fabre will lead the North American expansion for Beneteau's powerboats division as vice president of sales and marketing. The seasoned product development and marketing executive has been with Beneteau for 10 years and has been instrumental in the launch of 45 new powerboat models including two new product lines. During his tenure in product development, powerboat sales for Beneteau increased by 40 percent. Fabre is a graduate of Ohio State University with a master's degree in business administration. While his European roots have influenced his approach to product design, Fabre's operational decisions are a reflection of his education.

Emmanuel Arri joined Beneteau in France six years ago. In 2010, he was promoted to vice president of finance and administration for all North American operations. Arri now spends his time between the new Annapolis office and the sailboats division, headquartered in Marion, SC. His responsibilities include budget planning, accounting, legal, information systems and human resource management.

Maryline O'Shea has been tasked with leading the marketing efforts for the powerboats division as marketing director. A new addition to Beneteau, O'Shea is also a native of France. She moved to the United States after graduation from business school. O'Shea has spent the past 10 years working in marketing and strategic planning for both the profit and non-profit sectors.

Beneteau is world-renowned for its sleek design, quality construction and innovation in the manufacturing of seaworthy sailing and power yachts. The Beneteau story began more than 120 years ago when

Benjamin Bénéteau started building fishing trawlers in Croix-de-Vie, France. Today, the company continues to thrive under the leadership of Benjamin Bénéteau's granddaughter, Madame Annette Beneteau-Roux. Beneteau has grown to twenty manufacturing facilities in France and in Marion, South Carolina. Another production facility for powerboats is under construction in Brazil.

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