SNAPSHOTS FROM MCY

MCY. A GLIMPSE INTO ITS VALUES
Dear Friend,
as a Monte Carlo Yachts partner, we are
delighted to introduce you this new editorial
initiative.
Six years ago, Monte Carlo Yachts unveiled
in Venice the first yacht of its collection,
the MCY 76. Over that time, the company
met its promise to redefine the paradigms
of boat design with its collection of multi-
awarded, timeless luxury yachts.
Many pages have been written throughout
these years while we were building step by
step the Monte Carlo Yachts’ culture, a mix
of facts, knowledge and experiences that
defined the future of yachting.
This new space, exclusively created with
enhanced content for MCY world partners,
aims to share with you relevant topics
concerning the brand.
You have the chance to freely surf through
the interactive contents of our newsletter
to explore MCY world looking at one topic
at a time, or just peruse the articles on the
contents page to choose which to read first.

" MCY’S MISSION
The goal a company is committed to.
To create experiences which are the industry
benchmark in terms of quality, innovation,
elegance and customer relationship.

Just as with a paper magazine, you may
want to sit and read the whole thing at
once, or come back to the heart of any
issue several times.
We will retrace the highlights linked to a story
of success that would not have been possible
without strong passion and commitment for
what we do, a story you belong to.
Before you go on reading, I would like,
together with the MCY team, to thank you
for trusting us.

Federico Peruccio
Marketing and Communication Manager
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“One cannot be forever innovating.
I want to create classics.”

Coco Chanel.
Building a cross-cultural international brand for MCY. This implies the setting for a conceptual framework which supports, embraces and promotes the diversity, character and individuality of the new-born brand.

THE CONTEXT
We live in a world of new economic challenges that are forcing to change paradigm in every sector, and also think the way we live over.
It is a world of informed customers and people who like to make personal choices. A world where feeling good about yourself and your world matters more than in the past. A world where the choice of quality is the key.
When describing a company you may well use graphs, figures, and corporate indicators. But I’ve always believed that the strength of a company is to be discerned in the goals it is able to imagine, the challenges it is willing to tackle, and the blazing trails it leaves behind. Bénéteau Group’s value is surely found in our balance sheets, but especially in our strategy, and in the series of challenges we have accepted and dedicated ourselves to winning by entering the big luxury motor boat sector. We decided to pursue these new ambitions beyond French borders, in Italy, so that the new Bénéteau project could combine the great organisational and production capacities of the Group with the extraordinary, unquestioned value of the Italian tradition in luxury yachts and design. This challenge has a name: Monte Carlo Yachts. Is it a wager that we’ve won? You may judge for yourselves by browsing the MCY’s catalogues or – better still – by discovering Monte Carlo Yachts in person. There is no doubt that you’ll recognize a Monte Carlo Yachts model at first glance, its timeless style does not go unnoticed.
MCY, MORE THAN A PRODUCT OR A PROMISE OF PERFORMANCE
A promise of elegance and quality.
Something real that connects deeply with people.
It’s in everything you think, do and say.
It’s expressed through services and behaviour.
It differentiates MCY now and in the future.

WHAT DO PEOPLE EXPECT FROM A LUXURY BRAND?
It’s more than products.
It’s beyond slogans.
People want a coherent pro-active personal experience, someone they can trust in, products and brands they feel reflect themselves and their aspirations, brands that they are “comfortable” with.
Is there anything more superfluous than what we generically call luxury? Probably not. But luxury is first and foremost value, and it’s high time to put luxury back in tune with our most authentic needs: time, space, silence, well-being and harmony. Knowing how to enjoy one’s time is a luxury, because today it is the most precious thing there is. A timeless style is an infinite luxury and a true authentic value that never fades, just like the great masterpieces of art and genius. This is especially true of the masterpieces of Italian style, born of natural elegance, genius and flare that have always been Italy’s hallmarks.

Monte Carlo Yachts is Italian but possesses an inherent international DNA. This combination makes the shipyard uniquely suited to meet the new global demand for functionality and responsibility in luxury goods, which must of necessity become objects that are a simple pleasure to use. Luxury is rediscovering that sense of well-being that can only come when people are placed in the centre of everything, and their needs are met and surpassed in harmony with the environment that surrounds us all. Luxury is a style that mustn’t chase after trends and fads and that doesn’t yearn for the past. Luxury is a classic born today for tomorrow.
The Franco-Italian DNA, a range of yachts inspired by a genuine, original concept of luxury, an efficient, flexible and innovative manufacturing process, a real international presence, and a personal relationship with its own customers: these are the assets of Monte Carlo Yachts and these are the drivers that allow the brand to continuously evolve.

There are five key points that steer Monte Carlo Yachts’ strategies and action plan. Five assets that do not restrict its ability to adapt, but rather inspire it.

**BENETEAU GROUP**
The uncontested global leader in the production of sailboats, 2nd world boat manufacturer and among the 5 world power top players.

**THE FIRST ASSET IS ITS DESIRE TO CHERISH THE DUAL FRANCO-ITALIAN CULTURAL HERITAGE:** Monte Carlo Yachts brings together the excellence of Italian design and the industrial capacity of the Bénéteau Group, a universally recognised paradigm of technological and manufacturing efficiency. The value of the labels Made in Italy and Made in France are appreciated and recognised all around the world, especially in the nautical industry.
AND SO WE COME TO THE SECOND ASSET, WHICH SUPPORTS THE COMPANY’S CONSISTENCY: THE PRODUCT CONCEPT.
In each and every MCY thrives the DNA of a larger yacht. For each new model, as well as the typical, immediately recognisable touches of MCY design (the bow lounge area, the Portuguese bridge leading to the lounge, the carbon fiber T-Top on the flybridge, the stunning glass and steel fashion plates that protect the walkways along the side) there are other elements that you might usually expect to see on yachts bigger than 30 metres: decks that open up to the dining area, two masts fitted laterally on the fly that free up an extraordinary, totally usable area, thanks to the option of positioning tenders and two jet skis on the stern platform or, in most of the cases, even in the garage.

THE THIRD ASSET: INTEGRATED CUSTOMISATION. The design and construction phases are intended to offer a huge choice of layouts to satisfy a wide range of demands. So it is possible to cater for someone who, for example, wants a “presidential” master cabin, or someone else who would rather have more cabins. Most of the boat owners’ preferences can be satisfied, without any need to start designing each boat from scratch. This unusual benefit is possible because of the customer driven corporate structure. This ability to customise layouts, which is integrated in the architecture of the boat and the industrial processes used, means that there are almost limitless possibilities for personalising the end product.

THE FOURTH ASSET IS THE ABILITY TO ROLL OUT A GLOBAL STRATEGY LOCALLY: “THINK GLOBAL, ACT LOCAL”, thanks to a widespread, effective and consistent presence in Europe, the Americas, the Middle East, Asia and Oceania. Everywhere Monte Carlo Yachts has developed commercial and management bases over the years, guaranteeing continuity in different markets.

THE FIFTH ASSET RELATES TO THE RELATIONSHIP WITH THE BOAT OWNERS, THE MCY EXPERIENCE. As Fabrizio Iarrera, Managing Director, explains “From the very first contact, we like to nurture a personal relationship with each and every customer, listen to what they want, spend time with them, put them at the centre of the project and the development of their future yacht. We treat every customer as an individual, and our strategy is to continue to do so, even as the company grows, guaranteeing the boat owner the same point of contact throughout the different phases before and after buying the yacht.”
The Monte Carlo Yachts philosophy is centred around a set of beliefs that drive us forward in everything we do. People at MCY are totally committed, open, honest and reliable. Going the extra mile and treating people as they wish to be treated leaves people energized, inspired and so delighted they return for more.

MCY PERSONALITY

Harmonic
Elegant
Stylish
Essential
MCY, A SYSTEM OF VALUES

Our Values. A belief system, a way of working and communicating.

BALANCED
We believe the most beautiful things possess a harmonious balance between form and function, performance and aesthetics. Harmony is at the centre of everything we do, and the whole must always be greater than the sum of its parts.

RESOURCEFUL
Doing things differently is not always easy but it is necessary; the best ideas come from experimentation linked to vision. At MCY we approach tasks with a pioneering spirit that when applied with pragmatism, precision and creative flair can overcome any perceived limit to take us beyond the expected.

PASSIONATE
We create unique yachts and experiences that people want, and we build them around our customers. MCY offers a relationship that makes people feel good. People at MCY are as passionate and motivated as their clients.

GENUINE
At MCY we are totally committed to our clients. Open, human interaction can make all the difference, and you can count on us to be honest, reliable and more than willing to go the extra mile.

NEVER FOLLOW
Be distinctive without arrogance. Respect the environment and people. Think mind share not market share. Lead through design and innovation.
IN AGENDA

BOAT SHOW

BOOT DUSSELDORF 2016
Germany
23 - 31 January

YACHTS MIAMI BEACH 2016
USA
11 - 15 February
In the next issue

THE HISTORY OF A SUCCESSFUL BRAND