SNAPSHOTS FROM MCY

THE HISTORY OF A SUCCESSFUL BRAND
Dear Friend,

“Without knowledge of the past there is no future”, a common sentence says. A good reason to dedicate an issue to MCY history before setting forth to the present and the future.

Six years may be considered a short period, it’s already history for a team of skilled individuals summing up their experience and passion, growing up together to pursue a company mission based on solid successful industrial guidelines. Inspired by an extraordinary partnership to reach excellence through innovation.

Monte Carlo Yachts is internationally recognized as the fastest growing Italian brand in the luxury motor yacht segment, capable to develop a range of award winning models famous for their iconic style, performance and reliability. A pioneering project in the Yachting World that breaks new ground.

Dreaming together, talking together, better knowing each other is a mandatory complement to reach our goals. Let’s look forward to a new issue of Snapshots from MCY.

Federico Peruccio  
Marketing and Communication Manager
EDIT  ORIAL

2008
2009
2010
2011
2012
2013
2014
2015
2016
IN AGENDA
MONTE CARLO YACHTS IS FOUNDED
A new company born from the intuition of combining the best of Made in Italy (the craft tradition of the nautical sector, the search for beauty, the blending of luxury and art, its innovative design) with the industrial know-how of the Bénéteau Group, the world leader in the yacht sector, supported by a production capacity that is unrivalled anywhere in the world.

The shipyard, that meets the most rigid safety and environmental protection parameters, is based in Monfalcone, in the gulf of Trieste, within a vast area facing the sea.
DESIGNERS NUOVARLI AND LENARD ARE GIVEN CARTE BLANCHE BY MONTE CARLO YACHTS.
The two design stars win the pitch that lead to the design and production of the MCY project known for their timeless elegance.

“Our leading idea was to create a boat that was authentic, overcoming certain limitations that have conditioned the yacht sector in the last twenty years,” the two designers said. “First and foremost its hull and proportions are those of a boat that can truly navigate: we are on a yacht, a real boat!”
JULY 2010
THE MCY 76, FIRST MODEL OF THE NEW BRAND, IS UNVEILED IN VENICE.
Venice has added fascination to the event and has underlined, with its unique and unmistakable features, the fundamental values of the Monte Carlo Yachts project. First and foremost its very Italian nature and the ability to build bridges between different cultures. Venice is, in fact, a gateway between East and West, between the Mediterranean and continental Europe. It is its genuine seagoing soul that combines so well with the desire of Monte Carlo Yachts to build boats made to really sail. And, to give one more example, the talent of unifying the practical approach of getting things done and the spirit of research and absolute elegance.

SEPTEMBER 2010
CANNES YACHTING FESTIVAL
The MCY 76 is presented for the first time to the public and triumphs at the World Yachts Trophies winning two awards: Best Design Yacht and Most Innovative Project. The success of Monte Carlo Yachts is also confirmed by the appreciation of the public from all around the world, with a large number of people coming on board the MCY 76 during the Cannes International Boat Show.

MCY 76 AWARDS
During this year, the MCY 76 wins numerous prizes including the Boat of the Year at the Genoa International Boat Show and the Nautical Design Award promoted by ADI – Association of Industrial Design in Milan.
THE INDUSTRIAL AND COMMERCIAL EXPANSION
There are three main growth areas on which the shipyard’s investments are focused: evolution of the range, expansion of the production sites, and development of the commercial structure (sales and after-sales).

Monte Carlo Yachts acquires 18000 square meter of space for its boatyard, which will allow the company to successfully expand its ambitious plans.

In addition, to respond to a demand that is increasingly less Eurocentric, Monte Carlo Yachts can count on a consolidated presence also in non-European countries. Not just in the United States, but also in Brazil and China, the Bénéteau Group has representative offices and structures devoted to marketing, assistance and service. Thanks to this widespread presence on the territory, Monte Carlo Yachts can avail itself of the precious opportunity to have its models tried out by overseas customers.
MARCH 2011
THE NEW CHALLENGE: GAIN FAVOUR IN CHINA
On the occasion of the Hainan Rendez-Vous, the MCY 76 berths also in China and prepares itself for a new challenge: earning the admiration and appreciation also of Asian yacht owners.

"We hope that a lot of people have the chance to visit the boat that we are presenting in Hainan in premiere for the Asian market," Monte Carlo Yachts President Carla Demaria said. "Once aboard the MCY 76, guests will be torn between the desire to remain on board so as to experience as long as possible the pleasure of being on such an exclusive, comfortable yacht and the desire to go back and admire the boat’s design, its unique, distinctive lines, inimitable and unmistakeable, like all the great masterpieces of Italian-made luxury."

SEPTEMBER 2011
THE MCY 65 IS UNVEILED IN CANNES
The shape of the Monte Carlo Yachts collection begins to emerge with a new 65-footer. The MCY 65, which will later become known as the “mini-mega yacht,” is unveiled in Cannes. The aesthetic research carried out by Carlo Nuvolari and Dan Lenard endows the boat with a timeless, immediately recognisable style and gives her a very naval allure, with classic elements that are skilfully reinterpreted in a modern key. The result is a design that is avant-garde but not extreme, reassuring and at the same time highly innovative.

MCY 76 AWARDS
The MCY 76 wins the Motor Boat of the Year Award in London, the European Powerboat Award at the Dusseldorf Boat Show, and the Best Production Motor Yacht trophy 51’ to 80’ at the Asia Boating Awards in Hong Kong.
FEBRUARY 2012
MIA M I A N T E R N A T I O N A L BOAT SHOW
Monte Carlo Yachts participates at its first boat show in the United States of America.

Customers’ expectations are a constant beacon for the choices of Monte Carlo Yachts, which for the debut of the MCY 76 in the United States has decided to propose a version specially designed for that market, with innovative solutions and details that respond concretely to the needs of American yacht owners.

APRIL 2012
RIO BOAT SHOW
Monte Carlo Yachts enters the Brazilian market by attending the Rio Boat Show for the first time.

JULY 2012
MCY 70 UNVEILING
The third boat in the MCY collection is unveiled in Trieste, Italy.

MCY 70 AWARDS
The MCY 70 wins the Best Design Award at the World Yacht Trophy in Cannes as well as the Best Import Motoryacht 70’–80’ at the 2012 Editor’s Choice Award at the Fort Lauderdale International Boat Show.
MCY 86 REVEAL

The MCY 86 is revealed to the public in Cap D’Ail, Côte d’Azur.

For the fourth consecutive year, Monte Carlo Yachts is presenting a new model. The MCY range is expanding yet again - now ensuring its widespread coverage and niche position in the luxury yacht market. Every MCY is a splendid example of the brand distinctive values, the capacity to combine - in a truly original way - naval design, style and technology. The new MCY 86 takes the shipyards range to a whole new level: a yacht which is bigger, more spacious and more elegant and meets the demands of all those passionate about sailing and who expect to enjoy to the full every moment spent on board.

MCY 65 AWARDS

The MCY 65 receives two important awards. She is crowned Best Motor Yacht 40’-75’ at Shanghai Boat Show 2013 and Motor Boat of the Year at London Boat Show 2013.
AUSTRALIAN MARKET
Monte Carlo Yachts enters the Australian market.

MCY 86 AWARDS
The MCY 86 is the Best Worldwide Production Motor Yacht 25 meters and above at the Asia Boating Award 2014 and the winner of the Best Motoryacht 80-89 ft at the Editor’s Choice Awards, Fort Lauderdale International Boat Show.

Carla Demaria, President of Monte Carlo Yachts, expresses her delight:

“To be picked by the panel of judges for the Editors’ Choice Awards, combined with how positively the MCY 86 and the whole range were received by our customers at the event, demonstrates once again that we are taking the product in the right direction.”
THE HISTORY OF A SUCCESSFUL BRAND

JULY 2015
THE MCY 105: A NEW ERA BEGINS FOR MONTE CARLO YACHTS
Monte Carlo Yachts has chosen Venice to unveil its latest project: the new MCY 105, a 32-metre yacht that marks a new, important chapter in the history of the Franco-Italian company.

“...The unveiling of the MCY 105 coincides with Monte Carlo Yachts’ fifth Anniversary, a moment marked by important achievements to date, and a turning point, a milestone, for what’s to come”. Said Carla Demaria, President of Monte Carlo Yachts. “We are back in Venice where it all started to demonstrate that we kept our promises and more. We started from scratch during the global financial crisis with a clear mission, to expand Group Bénéteau’s presence by successfully entering the over 20 mt motor yacht sector. Not an easy job. We knew we needed to become a reference in our industry through a simple strategy: we didn’t want to built luxury yachts, we wanted to built excellent yachts. The MCY 105 is the best expression of our vision and the most tangible exemplification to date of this strategy.”
SEPTEMBER 2015
THE NEW MCY 105 RECEIVES “MOST INNOVATIVE” AWARD AT THE INVICTUS YACHTS TROPHIES IN CANNES
Monte Carlo Yachts’ signature, evocative style has been awarded once again with a prestigious international prize. The new MCY 105 flagship has been recognised as the “Most Innovative” yacht in the 80’-120’ segment during the “Invictus Yacht Trophies” Awards Gala at the 2015 Cannes Yachting Festival.

NOVEMBER 2015
MONTE CARLO YACHTS RECEIVES “INNOVATION IN A PRODUCTION PROCESS” AWARD AT THE 2015 BOAT BUILDERS AWARDS IN AMSTERDAM
The Innovation in a Production Process Award is part of the prestigious new Boat Builder Awards for business achievement, organised jointly by IBI magazine and METS. The awards recognise individual and team success within boat building companies globally across six categories of business achievement.

THE HISTORY OF A SUCCESSFUL BRAND

Specifically, the IBI-METS panel found that:

“Monte Carlo Yachts’ modular construction system is a game-changer for the industry. Building superstructure, deck and interior in parallel modules, enabling the Italian builder to cut construction times by up to 50%. Ultimately Monte Carlo Yacht’s ability to construct interiors outside of the boat on a grid system not only greatly simplifies the build process, but also encourages more exact levels of finish, enabling much greater levels of customisation—in essence Monte Carlo Yachts has cracked the code of building semi-custom boats on a full scale series production line. Its latest MCY 105 bares testimony to a builder redefining the rules.”

DECEMBER 2015
KEEP ON GROWING

“We’ve kept our promise and have grown from a turnover of €3 million in our first year to €58 million; we now employ more than 300 people where we started with a team of just 20”. Said Fabrizio Iarrera, Managing Director, Monte Carlo Yachts. “We intend to keep on growing and look forward to the next five years with excitement. We’re considering the Super Yacht category next, which we feel to be the natural evolution of the design and product path we’ve taken.”
JANUARY 2016
CARLA DEMARIA AND THE MCY 105 AT THE 2016 MOTOR BOAT AWARD

The MCY 105 is “Highly recommended” in the Custom Yachts category during the Award ceremony held in London.

Furthermore, Monte Carlo Yachts President Carla Demaria whose thirty years career in the boating business was recognised with the Judge’s Special Award for her work with both Monte Carlo Yachts and UCINA (the Italian Marine Industry Association) that Carla also serves as President.
IN AGENDA

BOAT SHOW

DUBAI INTERNATIONAL BOAT SHOW 2016
United Arab Emirates
1 - 5 March

JAPAN INTERNATIONAL BOAT SHOW 2016
Japan
3 - 6 March
In the next issue

MCY UNIQUE STYLE.
THE DUO NUVOLOARI
LENARD DESIGN.

TO BE CONTINUED...