

MONTE CARLO YACHTS

While introducing the new MCY 65, Monte Carlo Yachts' spirited CEO Carla Demaria offered a detailed analysis of the global market's situation and the shipyard's strategy, which includes development and commitment to quality. Based on the great reception the newly introduced shipyard received at last year's Hainan Rendez-Vous and the Rio Boat Show, it will continue to pay close attention to emerging markets, in South America and Asia, particularly. As part of the Beneteau Group, Monte Carlo Yachts has access to substantial financial, technical and commercial resources, which allow the shipyard to develop its production site (in Monfalcone, Italy) and its international commercial structure. In order to gain a foothold in the most distant markets, Monte Carlo Yachts can bank on Beneteau's international

network, which includes offices in the United States, Brazil and China. As far as the product line is concerned, with just two models in the market, MCY has already established a strong brand and a very distinct family look. The new 65-footer—like the MCY 76 (see *Yachts International* December 2010) and more models yet to come—features the work of renowned designers Carlo Nuvolari and Dan Lenard. The new MCY 65 boasts the same elegance and functionality demonstrated by her bigger sister. An innovative design goes hand in hand with a rational layout and state-of-the-art technology.

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