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Oggetto : Sanlorenzo and Volvo Penta: the evolution of a
partnership

Testo del comunicato

Vedi allegato

SANLORENZO

Sanlorenzo and Volvo Penta: the evolution of a partnership

Technology and sustainability at the heart of the collaboration between the Maison and the Swedish giant: IPS Professional Platform in world premiere for the new SX120

Press Release, 22th January 2024 – Sustainability and innovation are at the heart of the partnership between **Sanlorenzo** and **Volvo Penta**.

This collaboration again demonstrates the centrality of Sanlorenzo's commitment to the ESG targets. In fact, the development of innovative technologies for carbon neutral power generation is the first pillar of the 2023-25 Industrial Plan, and in this area the group operates through collaboration agreements with the world's leading energy and E-fuel players, with the aim of **revolutionizing the entire marine industry**.

Consistent with the course mapped out in the "Road to 2030" strategy, Sanlorenzo has set the goal of launching in 2024 the first **50 Steel** equipped with a **modular Reformer Fuel Cell system**, capable of transforming green methanol into hydrogen and then into electricity to power all *hotellerie* equipment, without the hydrogen being stored on board; leading, by the end of the decade, to the launch of the first superyacht powered solely by green methanol, a true answer to the marine industry's demand for carbon-neutral power generation.

This will be made possible by continued investment in innovation, the adoption of cutting-edge technological solutions, and the enhancement of collaborations with partners that share the marine industry's sustainability goals, such as Volvo Penta.

The beginning of the collaboration between the two brands dates back to the launch of the SX88, the first in a range that would later be expanded into a full series with smaller and larger models. This represented a happy and intelligent synthesis between the classic motoryacht with flying bridge, of which Sanlorenzo was and continues to be one of the first protagonists worldwide. SX88 saw Volvo IPS1050 engines installed.

Volvo Penta presents at Düsseldorf 2024 the innovative **IPS Professional Platform**, developed on the revolutionary success of the Volvo Penta IPS with improvements in efficiency, extended cruising range, higher top speed and faster acceleration. **It is an efficiency-based system designed to optimize fuel consumption and reduce emissions**, and whose technical features allow it to be installed on superyachts from 25 to over 55 meters in length with maximum speeds from 12 to 40 knots.

The agreement marks an historical step towards zero-impact yachting industry. As a demonstration of the strategic centrality that characterizes this partnership, Sanlorenzo decided to unveil at the **Blue Innovation Dock** in Düsseldorf the two new models on which IPS Professional Platform will be installed, as a world premiere on the yacht side: **Sanlorenzo SX120**, whose launching is expected in **2025**, and **SX132**, whose launching is expected in **2027**.

Volvo Penta IPS Professional Platform is a first in the yachting industry and an example of cutting-edge engineering, integrating seamlessly into Sanlorenzo's visionary yacht design. The platform is the latest evolution in Volvo Penta's fully integrated experience, from helm to propellers. Set up for the combined use of energy sources, from combustion engines using renewable fuels to fully electric or hybrid solutions, it ensures greater efficiency by optimizing energy use in real time based on cruising needs.

The two Sanlorenzo SX models will feature unprecedented flexibility in space, thanks to the compact size of the Volvo Penta platform: the aft cockpit area, will be able to be conceptualized according to the owner's wishes with the great benefit of the layout.

These two innovations represent the **evolution of the successful partnership between Sanlorenzo and Volvo Penta**, a collaboration that aims to pool efforts to reduce the environmental impact of the marine industry through the continuous drive for innovation.

Press contacts:

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| Sanlorenzo Spa | MSL – Press office Sanlorenzo |
| Stefania Delmiglio | Alessandra Pedrona |
| Tel. +390187545700 | Tel. +390277336394 |
| E-mail s.delmiglio@sanlorenzoyacht.com | E-mail sanlorenzo@mslgroup.com |

Sanlorenzo

For over 60 years, the Sanlorenzo shipyards have been producing high quality motor yachts, exclusively custom-built, the result of a fusion of craftsmanship, design and the most advanced technology.

The shipyard, the first mono-brand in the world in the production of yachts and superyachts over 24m, was founded in 1958 in Limite sull'Arno, near Florence, by two shipwrights, Gianfranco Cecchi and Giuliano Pecchia. In 1972 it was acquired by Giovanni Jannetti, who in 1999 moved its headquarters to Ameglia (SP). In 2005, Massimo Perotti - with twenty years of experience in the sector - picked up the baton by purchasing the company, initiating a new, important phase of development.

Under the direction of Massimo Perotti, President and Chief Executive Officer, Sanlorenzo has gone through extraordinary growth, raising consolidated net revenues from new yachts from €40 million in 2004 to €740 million in 2022. In 2019 the company was listed on the Euronext STAR segment of the Italian Stock Exchange.

The production of the Business Yacht Unit (in composite from 24 to 40m) and the Business Unit Superyacht (metal from 44 to 73m) is distributed today across 4 shipyards: La Spezia, Ameglia, Viareggio, Massa.

The strong drive for innovation that has characterised the company's vision has enabled the company to introduce numerous solutions over the years that have profoundly changed the yachting world, such as the terraces within the hull, the asymmetrical layout or the open space concept on board. Fundamental in this path was the exposure to the world of design and architecture, entrusting the realisation of the interiors of its yachts to authoritative signatures such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (since 2018 Art Director of the company), Patricia Urquiola and Studio Christian Liaigre.

The fervent influences of the worlds of interior design and architecture has steadily led the shipyard to explore more extensively the world of art, to which it has been linked through collaboration with leading galleries and cultural institutions. Sanlorenzo, with an exclusive agreement for the yachting sector, is Global Host Partner of Art Basel, the most important modern and contemporary art fair on the international scene for its annual appointments in Hong Kong, Basel, Paris and Miami Beach, where it is present in the Collectors Lounge with its own installations. Motivated by the desire to support, promote and spread the Italian art system, Sanlorenzo became the main sponsor of the Italian Pavilion at the 59th International Art Exhibition - La Biennale di Venezia.

If design, innovation and art were the drivers of the 2010-2020 decade in Sanlorenzo's vision, for the decade up to 2030 the focus will be on sustainability and technology, attention to the supply chain and services dedicated to its clientele. The maximum commitment will be directed towards sustainability. Already a co-founding member of the Venice World Capital Sustainability Foundation (Fondazione Venezia Capitale Mondiale della Sostenibilità), the company has launched a plan for the progressive reduction of its environmental impact, outlining a path towards carbon neutrality, through exclusive strategic agreements with the world's largest players in energy and propulsion production, such as Siemens Energy and Rolls-Royce Solution GmbH - Global Marine (MTU).

In 2021, at the behest of the Perotti family, the Sanlorenzo Foundation was established, whose central objective is to support the smaller Italian islands and the communities living there, financing projects and initiatives that contribute to the socio-cultural, economic and environmental development of these territories.

Volvo Penta

Volvo Penta is a world leading supplier of power solutions, moving people on land and at sea. With more than 100 years of marine expertise, we've introduced many industry-first marine technologies to revolutionize the experience and drive towards accelerated

sustainability. Always striving for total control, comfort, performance and safety, we aim to deliver a fully integrated experience at sea – from the helm to the propellers.

Volvo Penta is part of the Volvo Group, with a global network of approximately 3,500 service dealers in over 130 countries.

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