

“*Atelier Invictus guides customers through a virtual laboratory in which a yacht is designed with individual material inserts and equipment*”

Performance 44 model of which four had been sold prior to the show off-plan. This new model sits in the middle of the Grand Soleil range, which runs from 34ft to 58ft. To cope with a growth in orders the company is working to expand the capacity of its Forli build facility.

INVICTUS

The growth of Invictus continues apace as does its range of small luxury boats which has sold so successively over recent years. At Boot Düsseldorf 2020 the company held the global debut of its new GT 320 Atelier which readily illustrated the brand's ability at customising. Atelier Invictus guides customers through a virtual laboratory in which a yacht is designed with individual material inserts and dedicated equipment.

At the show the company also had its first-time display of the CX270 and GT280S, both with outboard motors. Looking ahead to Cannes, this year, the 460 TT model will be globally launched as the first in a new series within the full Invictus range.

ITALIA YACHTS

This company continues with its new product developments resulting in the carbon version of the IY 11.98 being shown at Boot Düsseldorf and it will be fully launched at Cannes this year. The designs for the new IY 14.98 were also on show and this model will be launched at the beginning of summer 2020. Also the IY 15.98 Bellissima project was part of the stand.

As far as the 15.98 model goes, the first sale was achieved last November and the first craft will be completed in May 2020. It has a new interior design and the first yacht is for a European owner.

Italia Yachts is expanding its output that is expected to rise from 24 completions in 2019 to 32 this year. The company plan is to reach an output of 45 yachts by 2025. Italia Yachts exports 70% of its production, of which the US accounts for 22% and other markets include Japan, Finland, Spain and Asian markets. Italy accounts for about 30%. A new 69ft model is being developed for launch in 2022.

ITALIAN SEA GROUP

The Italian Sea Group (TISG), which owns the ➔

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