

Aicon S.p.A.

Press Release

NEW MODELS, WIDE RANGE AND IMPORTANT PROJECTS AT THE AUTUMN BOAT SHOWS AICON WILL BE PRESENT WITH THE STRENGTH OF THE GROUP

Giammoro, July 29, 2009 – Three new models, the project of a new brand, and important innovations in style foreseen for the boats on show: this year, at the Cannes and Genoa boat shows, Aicon S.p.A., which operates in the design and sale of luxury motor yachts, will be present with the strength of its Group, and will show the range of the Aicon Yachts and Morgan Yachts brands at both events as well as give a preview of the project for a new line of semi-displacement vessels.

At the Festival International de la Plaisance de Cannes from September 9 to 14, the Aicon Group will show six models. Among them two important, new launches will be featured in world preview: the Morgan Fast Commuter 93, flagship of the entire Morgan range, a fast commuter of almost thirty meters capable of reconciling modernity and stylistic innovation with the vintage style which characterizes the entire Morgan fleet; and the Aicon 82 Open, the flagship of the Aicon Open range, whose sportiness and fluidity are added to the elegance and warmth of its interiors, and is characterized by the great technological innovation of its systems. Alongside the new Morgan Fast Commuter 93 and the Aicon 82 Open, in the Aicon space at the Jeteé Albert Sud, the Morgan Lobster Boat 44 the small jewel of the lobster boat range of the Group, will also be shown.; the Aicon 58 Fly, shown for the first time at Cannes last year, is characterized by its decisive external lines on which the large openable porthole in correspondence with the master cabin stands out as the typical stylistic element of the Aicon hulls; the Aicon 64 Fly, the top of the line model of the range, which has met with great success since its launch has been further enriched with new details and finishings; and the Aicon 75 Fly, so completing the yacht range.

The Festival de La Plaisance de Cannes does not represent the only exceptional showcase for the Aicon Group because important news are foreseen for the Genoa Boat Show from October 3 to 11 as well, where Aicon will be present in the traditional space at the marina 1 Scoperto with 7 yachts and the strength of its Group, exhibiting at the Show the Aicon Yachts, Morgan Yachts brands and previewing the new brand of semi-displacement vessels. Through its three brands, the Group is able to meet the diverse consumer needs of sea lovers, from the search for fluid and flowing lines, represented by the Flybridge and Open models of the Aicon Yachts brand to the desire for a sailing experience which evokes a sought after and sophisticated vintage model, subtle in its harmony with the seafaring scene of the Morgan brand, to the desire for a vessel which responds to the new concept of seafaring culture, not focused on speed but rather on the slow passage of time, in the search for a typical classical style of the ancient marine traditions, with the new brand.

The new line which will be ready in the next few years foresees three new models, the first of which, a 110', is already in production. The new range of semi-displacement vessels is inspired by an innovative idea of sustainable, eco-friendly design thanks to new technology and lower fuel consumption, but also thanks to a new concept of lines which recalls classical sailing forms both innovative and modern in its esthetics.



At the Genoa Boat Show, the models on display at the Festival de la Plaisance de Cannes will also be present together with two new important novelties: the preview launch of the Morgan Dinghy 33, the first daily cruiser of the Group, with its distinctive and elegant lines; and the Aicon 75 Fly renovated in its lines and improved with stylistic innovations which increase the livability of the interior spaces (particularly the master cabin), and make the hull even more flowing.

THE AICON GROUP BRANDS

Morgan Yachts is the international icon of the classic motor yachts segment. The Morgan range, at present the most ample in its segment, is made up of a Dinghy, a Lobster Boat and three Fast Commuters with unmistakable lines.

The Dinghies are traditionally used as support boats for sailing or motor megayachts and originate from the need of the boat owner and his guests to move quickly with a roomy but easy to sail vessel. The Lobster Boats are typical working boats which originated in New England in the 1950s and were initially used for lobster fishing but became pleasure craft thanks to their excellent seafaring qualities, livability and comfort. The Fast Commuters are elegant and swift boats mainly used between the end of the 1800s and the second World War by American high society in order to move quickly between Manhattan and Long Island.

All the Morgan yachts combine the insurmountable fascination of classic sailing craft with the technology of modern construction offering the best combination of innovative style, design and performance.

Aicon Yachts is the brand from which the success of the Group was launched. Founded in 2001 with the launch of the first yacht, the Aicon 56 Fly, which became an international success at the Festival de la Plaisance de Cannes by winning the prize as the best yacht of the year, has a range of eight models in the Flybridge and Open lines from 56' to 85'. A style icon, the brand has consolidated its international position in only a few years thanks to its unmistakable design, innovative solutions and decisive and recognizable lines. Stylistic features such as the large round openable porthole in correspondence with the master cabin which distinguishes all the hulls of the range have become classics in the vessels of the Aicon Yachts line. The design of the exteriors is inspired by the concept of streamlining, of fluid and flowing lines which leave room on the interior for innovative solutions in the use of space and ideally continuous lines which recall the loft style of the metropolitan spaces.

The world preview of the new brand will be at the next Genoa Boat Show, where the Aicon Group will launch three new semi-displacement models in the next few years. The first of these, a 110' is now in production. Inspired by the innovative concept of sustainable design, the 110' combines the ritual of smooth and easy sailing with the desire to experience seafaring harmony. Although influenced by the desire to recuperate the classic sailing traditions, the 110' (as are all the other models which make up the range), is a modern vessel with innovative details such as the loggias which characterize the master cabin or the terraces which unfold onto the sea, in the living area. That is not all: the new brand will also be the symbol of a new interpretation of sustainable design, which is not limited to the search for eco-friendly solutions and lower fuel consumption but which reinterprets in the style, in the shape of the hull, in the conception of space, a harmonious relationship with the sea. One no longer just glides over the waves, overcoming the forces of the sea, but finds a cohesive balance with it which then becomes a philosophy of life.



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The Aicon Group operates in the design, construction and sale of pleasure craft and luxury motor yachts. Active in the sector since 1999, in only a few years the Group has established itself as an extremely dynamic international operator and for the fiscal year closed on August 31, 2008 registered revenues totaling €68.6 million. The Group has two brands, Aicon and Morgan, whose products are in two different segments, Flybridge and Open the former Lobster Boats and the latter Fast Commuters. The Aicon Group has two production areas: the Giammoro (ME) site where the headquarters are located and the Aicon Flybridge motor yachts and megayachts lines are produced as well as the line of Lobster Boats and Fast Commuters of the Morgan Yachts brand; the site in Villafranca Tirrena (ME), where the Open line of motor yachts is produced. The Group is present on the American market through its subsidiary Aicon Yachts Americas LLC.

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