



Press Release

AICON LAUNCHES AICON NEXT THE FIRST NAUTICAL PROJECT OF GUARANTEED USED BOATS

Milan, January 19, 2009 – Aicon Yachts, shipyard in Messina, Italy active in the design, construction and marketing of boats and luxury motor yachts launches AICON NEXT on the market, a new and unique project for the nautical sector whose objective is to guarantee used Aicon brand yachts.

AICON NEXT is a system of valorization of the preowned Aicon brand boats purchased directly at the shipyard or through an authorized dealer. It is a packet of services which accompanies the boat owner from the moment of purchase of a used Aicon brand yacht, rendering the experience unique and maintaining its value over time.

A dedicated structure with highly qualified personnel within the company will support the clients in the choice and the management of the boat, in the after-sale phase and in the choice of suitable financial instruments.

AICON NEXT guarantees used Aicon brand yachts through a series of activities which prove the elevated standards of quality of the vessels. Continuous assistance and a packet of exclusive services allow the boat owner to benefit fully from the Complete Aicon Yachting Experience.

The exclusive services of AICON NEXT:

- Check – a complete check of the boat and of its systems by Aicon technicians, at the end of the first season in order to verify the functionality of the boat, ensuring eventual repairs under guarantee and advising on those not included in the offer;
- Maintenance – a 1-year programmed maintenance schedule offered through the use of a coupon which guarantees assistance and necessary repairs to the boat at a clear and defined price. The client who chooses to take advantage of the offer of Programmed Maintenance will be entitled to one additional year's free assistance on the electrical and hydraulic systems, on the helm and on the automatism;
- Personalization of the boat – the AICON NEXT boat owners will have the possibility to personalize the details of their yacht according to their needs and personal taste;
- Training – a day's training on the workings of the boat for the boat owners and crew, carried out by specialized Aicon technicians;
- Transportation – the transportation of the boat, at contained costs, to the marina of choice, on request;



- Personal Tutor – to every yacht will be assigned a personal tutor who have to monitoring the boat life cycle until his launch, to support the owner and operate with promptness and effectiveness if necessary. The personal tutor represents the entry to the world of Aicon services. A telephone concierge service will be at the disposal of boat owners the world over in order to respond promptly to each request.

Purchasing an AICON NEXT yacht from an authorized dealer means having access to a range of guaranteed and fixed prices, and owning a boat whose value will remain constant over time. If the boat owner should decide to resell his yacht for an upgrade, he will have access to the AICON NEXT services for the sale on the market which will allow the optimization of his investment.

For further information visit our web site www.aiconyachts.com or www.aiconnext.com .

“AICON NEXT is a project created to offer our clients a more privileged service. In a changing market, we consider preserving the value of our boats over time to be fundamental as well as supporting the investment made by our clients in the purchase of new boats” – states Ilaria Di Bernardo, Global Marketing Manager of Aicon – “ The AICON NEXT project will allow us to offer both the new owners as well as those of the preowned boats an ever more personalized service and to accompany them throughout their yachting experience”.

“Such an innovative service in the nautical sector and an organization totally dedicated to preowned boats will allow to attack with greater force and speed the market potential which this business can still offer” – states Fabrizio Pisciotta, Aicon Sales Director – “To create a range of used but guaranteed boats from our shipyard, will help the clients in the final choice and will support our dealers in the stock used selling off. Our programs are always targeted to achieve clients satisfaction and to support the activities of our final clients and our authorized dealers”.

Aicon Yachts is active in the design, construction and marketing of luxury motor boats and yachts. The Aicon range is composed by Flybridge and Open boats from 54 to 85 feet. Aicon won twice the “World Yacht Trophy” at the Festival International de la Plaisance in Cannes. Aicon Yachts is a part of Aicon Group, the company is listed on the Standard segment of the Italian Stock Exchange.

Aicon Yachts

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