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For Immediate Release

Beneteau to Give Away a Trip to France

Annapolis, MD, September 16, 2011 – Beneteau, one of the world's leaders in the manufacturing of high quality production yachts, will celebrate the launch of the sleek and innovative Flyer Gran Turismo Express Cruiser range to the North American market at the Fort Lauderdale International Boat Show by awarding a 5-day, 4-night trip to France for two people including airfare and accommodations.

"We wanted to do something bold and exciting to commemorate the arrival of our new line of express cruisers in North America. The launch of the Flyer Gran Turismo range here is a proud step for Beneteau," said Maryline O'Shea, marketing director for Beneteau's powerboats division. O'Shea explains, "Since we are a France-based company, it seems appropriate that as we introduce the range to North America; we share its birthplace with a lucky few in celebration of the occasion."

The drawing will be held on the last day of the Fort Lauderdale International Boat Show scheduled for October 27- 31, 2011. To skip the crowds and see the North American debut of the Flyer Gran Turismo 34, 38, 44 and 49 Fly at the Fort Lauderdale Boat Show, boat enthusiasts can register for a Beneteau VIP pass at www.FlyerGranTurismo.com. The pass provides access to the Beneteau VIP area on dock FG and also registers the guest for a chance to win the trip to France including a tour of the Beneteau corporate headquarters in Saint-Gilles-Croix-de-Vie.

Additional prizes to be given away during the show include Simrad HH33 handheld marine radios and a chance to join Power & MotorYacht's Richard Thiel or Bill Pike for the Flyer Gran Turismo sea trials.

Attendance at the show is not a requirement to register for a chance to win the trip. No purchase is necessary to win. Purchase will not increase chance of winning. Void where prohibited by law. Open to legal residents of the U.S. Must be 25 years of age to enter. Promotion begins September 16, 2011 and ends October 31, 2011. For official sweepstakes rules, www.FlyerGranTurismo.com/rules.

"Inspired by the world of Italian high-performance cars and the notably successful Monte Carlo brand of Beneteau power yachts which launched in Europe during 2006, the Flyer Gran Turismo represents the next generation of technologically advanced express cruisers. The new range is the result of Beneteau's relentless pursuit of superior performance, seaworthiness, comfort and style in the powerboat industry," said Laurent Fabre, vice president of sales and marketing for Beneteau's North American powerboats division.

Beneteau is known worldwide for its sleek design, quality construction and innovation in the manufacturing of seaworthy sailing and power yachts. The Beneteau story began more than 120 years ago when Benjamin Bénéteau started building fishing trawlers in Saint-Gilles-Croix-de-Vie, France. Today, the company continues to thrive under the leadership of Benjamin Bénéteau's granddaughter, Madame Annette Beneteau-Roux. Beneteau has grown to twenty manufacturing facilities in France and in Marion, South Carolina. Another production facility for powerboats is under construction in Brazil.

For a Flyer Gran Turismo press kit, high resolution photos and video: www.FlyerGranTurismo.com/press.

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