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Perotti denies “full electric” projects and announces the opening of new shipyards in Italy and Usa

Nicola Capuzzo · Saturday, October 1st, 2022

Genoa – Massimo Perotti recently attended also Genoa International Boat Show (for the 40th time) and revealed the latest news about Sanlorenzo group to the press and market analysts. As it happened in Cannes before, the main item on the agenda was sustainability, with the presentation of the “Road to 2030 – the drivers of this decade in Sanlorenzo’s vision” plan.

However, he also made many other interesting statements. First and foremost, he disapproved of those who promise to produce full electric yachts in the future: “It is a mystification from some of our competitors”, declared Perotti explaining that batteries for 100% electric propulsion would require huge spaces and volumes. At present, only hybrid propulsion is possible and “for Sanlorenzo, hydrogen is the future. We will test it first on our Bgm 65 HH with a hybrid electric-fuel cell system”. For large super yachts, instead, the fuel of the future will be methanol.

As concerns the new ‘High End Services’ division (for which the company is looking for a special manager), Sanlorenzo main shareholder as well as managing director explained that two of its pillars will be ‘Sanlorenzo Charter Fleet’ and refit. The first project, which Perotti also defines as a defence operation, is based on the assumption that “with the acquisition of Equinox, that I confirm we should complete by the end of October, we are also getting ready for a possible slow-down in demand. In 2023, I expect a growth ranging between 10 and 20% but, since we want to limit our production to 70 boats per year keeping quality high, we will not keep on growing with a 28% turnover like we did in 2021, or a 25% turnover like that of 2022. A charter company will allow us to make it possible for customers to pay a newbuilding less, for instance 70% of its price, and the 30% discount will be compensated by giving Sanlorenzo the possibility to charter the yacht to third parties for one month a year”. This formula combines a discount on the yacht’s price with sharing economy in pleasure boating. The shipyard, which will charter only Sanlorenzo units, “will also have the chance to earn profits without a high capex, while in the meantime acquiring new customers”.

Perotti also made a particularly interesting statement: “In 2023, we will invest in lands and shipyard”, both in America and Italy. During the presentation, Sanlorenzo CEO pointed out to SUPER YACHT 24 that “we planned to develop a production hub in the US already in 2019, but we had to temporarily postpone our plan due to Covid, which prevented us from travelling. In 2023, we will get back to it”, he added, explaining that in the past the group had identified a site

meeting its requirements in New Orleans, but for various reasons the plan did not work out. In Italy, we will make new investments in lands and shipyards for refit activities: “We are focusing on Genoa, Spezia, Pisa and Livorno”, he declared, pointing out that a new shipyard might be opened in “one of these cities, or in all four of them”. The difficulties in finding suitable areas or shipyards do not seem to trouble him.

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