



Spotlight on Supporting Member-Benetti

BENETTI: THE FUTURE IS NOW!

BNow created by the shipyard in collaboration with architect Stefano Natucci and British Design Studio Redman Whiteley Dixon, adds new energy to the Benetti identity without changing it, rather creating a new benchmark for the future. The shipyard, in fact, will combine the semi-custom yacht construction techniques with the interior décor of a custom superyacht, replicating the semi-custom model it uses at its Viareggio shipyard also in the Livorno facilities. In Viareggio, the construction of superyachts is based on predefined naval platforms that combine the benefits of *haute couture* interior decoration featuring extensive customisation, with the production times usually possible only with series manufactured yachts.



With **Benetti Now**, this working method has also been introduced at the Livorno shipyard, applied to yachts over 50 meters in length, even though, technically and financially speaking, it is a much more complex process. **Benetti Now** represent for the shipyard both a revolution and a new business model that brings significant benefits in terms of time and money, as well as being designed to satisfy the needs of brokers and owners the world over.

The goal is to simplify as far as possible the ideas and desires of a potential customer when faced with a major purchase like a yacht over 50 meters in length. And to deliver their “turnkey dream” in the shortest possible time.

At group headquarters in Viareggio they call this revolution “**Smart-Designed Custom Series**”. *Smart* because of all the experience Benetti has gained from building over 350 yachts. *Design*, since those will be pre-engineered vessels. *Custom*, because of the high level of customisation, and *Series* because these yachts are pre-designed, with no significant variations possible. The shipyard exploits all the efficiency of familiar platforms that have been carefully studied and designed.



The superyachts in the new **BNow** range will all be over 50 meters in length and built from steel and aluminium at the Livorno shipyard. Four models will be available: B164 (50 meters), B192 (58.6 meters), B214 (65 meters) and B240 (73 meters).

[News Page](#)

[ISS Home](#)