



BENETEAU

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PRESS RELEASE

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NEW BENETEAU 43 SPLASHES IN BENETEAU'S FRACTIONAL OWNERSHIP PROGRAM

After a few short months of Beneteau Fractional Yachting being made available to the public, Beneteau announces another boat into its growing fleet of fractional ownership sailboats. A new Beneteau 43 was ordered from the Miami dealership Eastern Yachts immediately after the Miami Strictly Sail Show. The first yacht to go into the fleet in 2007 was in Austin Tx on Lake Travis where a group of fractional users have been enjoying their fractional experience. "Beneteau Fractional gives me more access to my boat than I could possibly use and having it maintained for me means that any time I spend on my yacht is time on the water" Says Dr. Alan Braid, one of the fractional users.

Beneteau Fractional Yachting is fractional ownership of sailboats. Four people share the purchase price and operational costs of the vessel. Time is equally shared amongst the owners via an innovative online scheduling calendar developed by Nautic7. Each

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owner self selects the sailing reservations they want in partial day increments. They can stack their time to get up to 10 days in a row. They can cancel, re-reserve, swap or go on a wait list all from the click of the mouse key.

Fractional Ownership is becoming a household term because of its cost and management advantages. A yacht that costs \$250,000 is now made available to our customers at \$66,000. That's affordable! says Wayne Burdick, President of Beneteau. Additionally, a big advantage to fractional ownership systems are that the financial and maintenance aspects of the asset are completely managed for the owners. Leaving them more time to actually be on the water.

With the addition of the new Beneteau 43 into the Miami area, Beneteau is confident that others around the country will soon realize the advantages of fractional ownership.

For more information, visit <http://www.beneteaufractional.com>

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