



BENETEAU

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PRESS RELEASE

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Beneteau's Fractional Ownership Program Solves the Lifestyle Equation.

**Fractional Boat = Reduced Price + Reduced Time Commitment =
Lifestyle**

With the addition of another Beneteau sailboat into Beneteau's fractional ownership program, owners are increasingly seeing the benefits of the lifestyle provided by fractional ownership.

While fractional use of sailboats has been available since 2001, Beneteau's program development was aimed at providing more of an ownership lifestyle to its buyers. The lifestyle option was chosen because of results from a trend study of boomers.

Two of the newest fractional owners are Shaun Lones and Luis Cruz. They each bought into a one quarter ownership share of a new Beneteau 43ft sailboat in Miami. Their one quarter share provides Lones and Cruz with

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almost all of the benefits of owning their own 43 outright, but with the Beneteau Fractional program, it also comes with a total concierge service which maintains the boat and pays all the bills. Combine this with all the operational costs and original purchase price divided by 4 and, for many, the lifestyle equation is essentially solved.

The equation involves a series of systems that Beneteau put in place to, as much as possible, mimic full ownership benefits. The systems were designed by Grant Headifen, widely considered as the guru of fractional solutions in the boating world. Headifen, an engineer by training, was approached by Beneteau to implement all the systems around providing a sailing lifestyle to its fractional owners and to ensure that they were all backed by tried and true technology.

“What makes Beneteau's program a true lifestyle solution is that there are only 3 others sharing the time in the boat and all the other details are just simply taken care of in the background. This gives the fractional owner a true feeling of freedom when it comes to owning and sailing their boat”, says Headifen.

Both Lones and Cruz agree that they would not own a boat themselves for the reasons of cost and time taken in management of a boat. Cruz was a member in another fractional sharing program and says that fractional programs bring more people to the lifestyle of sailing and keeps them in the lifestyle because the costs of entry and ongoing costs open the sport up to a much wider percentage of the population. Lones says that he simply can not use the boat 100% of the time. That he and his family's

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lifestyle is best served by the benefits of the concierge services and cost savings of the fractional ownership concept leaving his remaining available time and resources open to enjoy other aspects of life.

For more information on Beneteau Fractional Ownership, visit <http://www.beneteaufractional.com>.

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