

MONDOMARINE

PRESS RELEASE | NEW IDENTITY

The new Mondomarine.

After several months of intense work, Mondomarine is proud to reintroduce itself with its new identity, new image and new values.

The advertising campaign launched along with the website [www.mondomarine.mc] and a new logo focuses on the brand's new philosophy which is synthesised in the tagline "the next sea level".

The core idea is that constant evolution and striving for improvement are fundamental to achieve always the best result, that is why for Mondomarine the sea level is not enough if it's possible to raise the bar.

Everything started when, two years ago, Mr. Falciai and Mr. Zambrini acquired the brand and the production site, powering up the revolution aimed to enhance Mondomarine's uniqueness and excellence.

While the commercial and marketing duties of Mondomarine have been moved to the prestigious location of Monaco, the new owners' will is to empower the Savona shipyards with new vitality and modernity. Cantieri Navali Campanella will become the ideal set for the production, the repair and refit offer and the showroom activities. The centenary, celebrated this year, will be the occasion to relaunch the shipyards' identity.

Along with its tradition, Mondomarine carries on designing, engineering and building ships at the Savona Cantieri Navali Campanella production site, still offering full-cycle production right from the cutting of the hull plates all the way to completion.

62 are the units built so far by Mondomarine in addition to the number previously reached by Cantieri Navali Campanella. During the last 9 years Mondomarine sold 20 yachts over 40m length.

The upcoming years will see several important events, such as the delivery to his Owner at the end of 2015 of the 40m SF40 and those, in 2016, of the 50m Superyacht M50 and of the M60s, the first 60m yacht built by the shipyard. All these latest projects are built entirely in aluminium, a distinguishing feature of Mondomarine's projects. In spring 2017 Mondomarine will deliver the M40 Explorer.

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It is the first time that Mondomarine has 4 units under construction at the same time, and this is an important and stimulating challenge that contributes to our will to keep overcoming our standards, delivering always a product that not only matches the Owner's wishes but that is able to go beyond them.

For further information, please contact:

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NEW MONDOMARINE LOGO

MONDOMARINE®
THE NEXT SEA LEVEL.

NEW CANTIERI NAVALI CAMPANELLA LOGO

CANTIERI NAVALI
campanella
1915

MONDOMARINE®

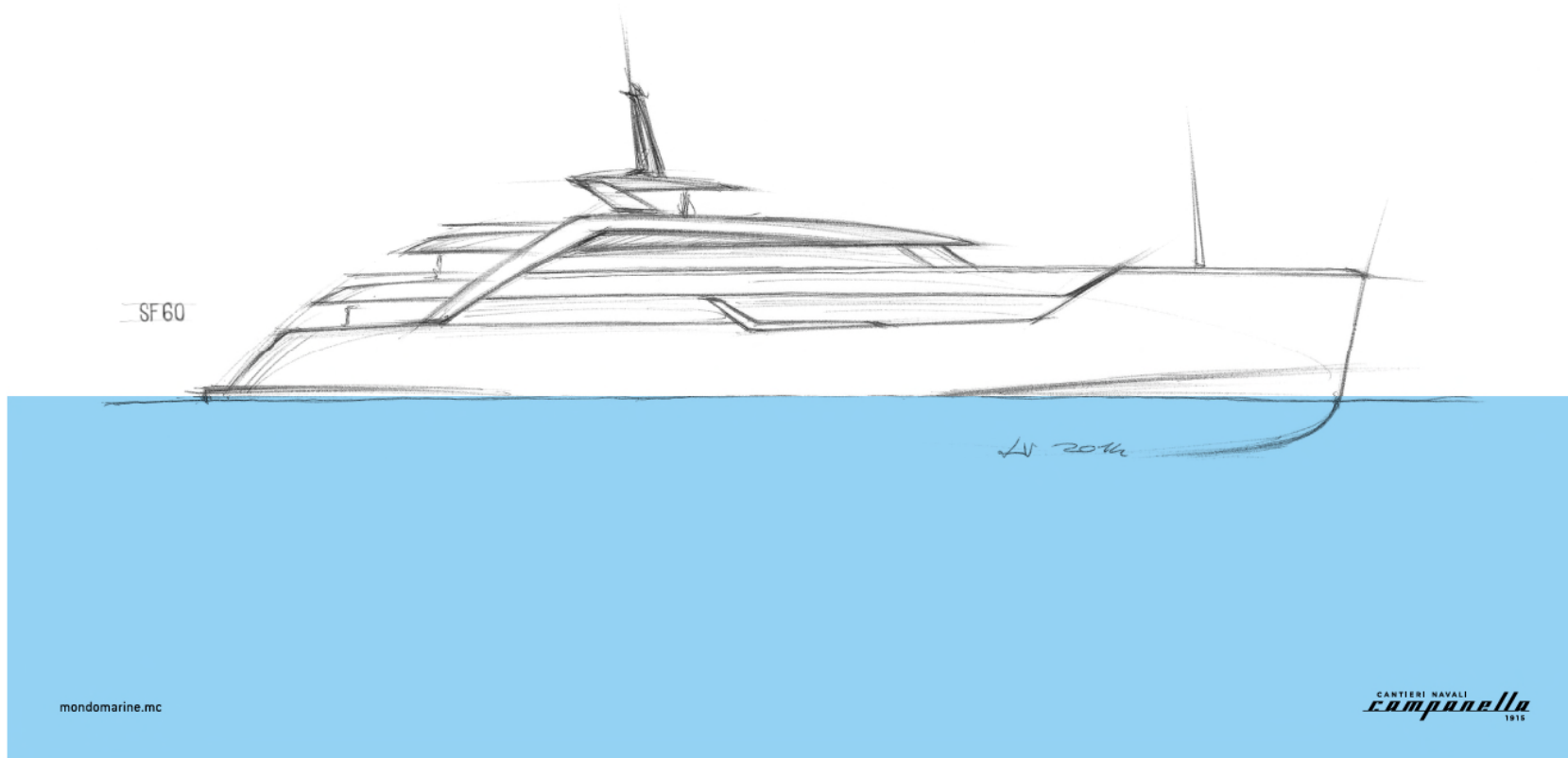
2015 New Campaign – Vers. A

The sea is our birthplace, our knowledge, our favourite challenge. We face it our way. With our unmistakable Italian touch. With the freedom of shaping every dream in its uniqueness. With

the awareness of needing new ideas to design a future classic. Our aim is not to maintain the standard, but to constantly raise the bar. There is always a next level and we are going to reach it.

MONDOMARINE®

THE NEXT SEA LEVEL.



MONDOMARINE®

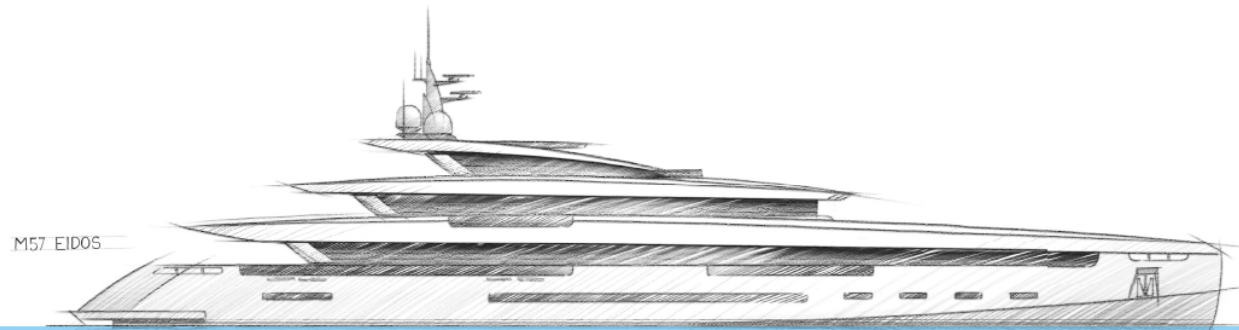
2015 New Campaign – Vers. B

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THE NEXT SEA LEVEL.



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CANTIERI NAVALI
campanella
1975