



JEANNEAU
MARINS DANS L'ÂME.



Press Kit – Fall 2006



*A NEW GENERATION OF BOATS
FEATURING EXCEPTIONAL
DESIGN, CONCEPT AND VALUE*

1996-2006: 10 YEARS OF REMARKABLE EVOLUTION

I - DESIGN: AUDACIOUS STYLE AND COMFORT

II - A CONCEPT BORN OF SIGNIFICANT TECHNOLOGICAL ADVANCE

- Increased production capacity
- Development using state-of-the-art technology
- Respect for the environment

III - A BOLD AND COMPETITIVE SALES STRATEGY

- A diversified brand in a competitive market
- Beautiful, seaworthy boats of renowned quality
- Attractive prices

IV - 2007: A YEAR RICH IN NEW MODELS

New models in record number and quality

- | | |
|--------------------|---------------------|
| ■ Powerboats | ■ Sailboats |
| - Prestige 30 S | - Sun Odyssey 42i |
| - Prestige 50 S | - Sun Odyssey 36i |
| - Cap Camarat 635 | - Sun Odyssey 39 DS |
| - Merry Fisher 585 | |

1957-2007: 50 YEARS YOUNG... A 2007 EVENT

In 1996, the Jeanneau shipyard joined the Bénéteau Group, a merger that brought 10 years of exceptional evolution!

Motivated by a newly energized spirit, Jeanneau demonstrated remarkable growth in ten years and set objectives to **strengthen its position among leading marine manufacturers**.

New generations of sailboats and powerboats were the products of innovative technology favouring: conceptual design; new injection-moulded hull construction; high-performance production tools and machinery; digital technology; more modern and more attractive materials; and, with ISO 9001 and ISO 14001 certifications, an ambitious initiative to improve product quality and reduce environmental impact.

Jeanneau, over the past 10 years, **has invested heavily in new production sites** (including the enlargement of the factory and shipyard in Les Herbiers, France, the largest of its kind in Europe; as well as a new factory in Cholet, France) in order to adapt and meet a growing demand from an increasingly demanding consumer base.

In 10 years, Jeanneau has:

- Multiplied its sales figure by 5
- Increased its production area by nearly 50,000 m²
- Created or redesigned 80 sailboat and motorboat models
- Conceptualized and developed the new line of Prestige Motor Yachts
- Developed the “Deck Salon” concept, in which market Jeanneau is now the leading manufacturer
- Created over 1,500 jobs (to date, Jeanneau has approximately 2,000 employees)



This evolution was possible due to the strength and synergy of the Group.

In 10 years, Jeanneau has become an undeniable force in the global market of pleasure cruisers and the number one manufacturer of pleasure boats in Europe.

In 2007, Jeanneau is accelerating forward and placing a new generation of boats on the market – boats of exceptional design, concept and price.

1. Audacious style and comfort
2. A product of advanced technology
3. A bold and competitive sales strategy
4. 2007 – a year rich in new models

At the dawning of its 50th anniversary, Jeanneau, enriched by experience and emboldened by a drive to do more, is taking steps to accelerate development!

The **innovative design** of a new generation of sailboats and powerboats sets them apart from the competition.

In sailboats, naval architects working with the Jeanneau Design Department have re-examined every style point in the Sun Odyssey line (fluid lines, spacious cockpits and pleasing forms) without sacrificing on comfort, on the liveable space that is invaluable while cruising, or on the world-renowned, high-performance Jeanneau hull design.

For over 10 years, Jeanneau has employed the **talents of the Italian naval design firm, Garroni Design**, which has made its signature mark on our most beautiful line of sailboats.

After modernizing the “Deck Saloon” style on the flagship model (54 DS), a style that has become a reference in its class, Jeanneau now has completed the line with three other Sun Odyssey “Deck Saloons” (49 DS, 42 DS and 39 DS).

The success of this design concept, so often imitated, has earned the “Deck Saloon” a position as an uncontested world leader in this market segment. Today, more than 250 Sun Odyssey 54 DS (16 m.) are sailing waters around the globe!



Jeanneau sailboats are known by their distinctive design in three product lines: Sun Odyssey (pleasure cruiser), Sun Odyssey “Performance” and Sun Odyssey “Deck Saloon.”

In powerboats, we have again entrusted the styling of our product lines to **Garroni Design**. This Italian touch has brought a new attitude and vitality to our current product lines. But beyond the refinement of a designer’s pencil sketches are the forms and the materials that create the full effect.

The most beautiful success story in this field has been the release of the Prestige line in 1999 (**more than 1,300 Prestiges sold in 6 years**). By offering a fuller line each year (today, 7 boats range from 30’ to 50’ in Fly and Open models), Jeanneau has achieved recognition as a major European manufacturer in this segment.

Each of the Jeanneau powerboat model lines (Cap Camarat, Leader and Merry Fisher) has benefited from the talents of the Italian design firm, which has endowed each new model with a distinctive elegance, modernity and functionality...

Comfort and elegance
Coordinating materials and harmonious colours
High-design instrument panel
Dynamic shapes
Modern equipment
Rich woodwork
Luxurious details

Notably, in the last three years, Jeanneau has invested over 60 million euros in order to:

- Increase production capacity by introducing more modern industrial processes,
- Incorporate technologies yielding the highest performance, from concept to production phases.

- Increased Production Capacities

This past year, Jeanneau:

- has doubled its production capacity at the Bois Verts factory, created in 2000, which now has 10 production lines dedicated to the construction of large models.
- has begun production at the Cholet factory, an ultra-modern facility defining a new generation in terms of productivity by the industrial process employed. Today, the new Sun Odyssey (i series) with injection-moulded decks is built at this site. This is also the first facility to be equipped with a 5-axle robot to cut decks with speed and precision.
- has also expanded our facilities in Ostroda, Poland, specialized in the production of small powerboats.

In all, Jeanneau has constructed over **50,000 m²** of production facilities in the last three years!



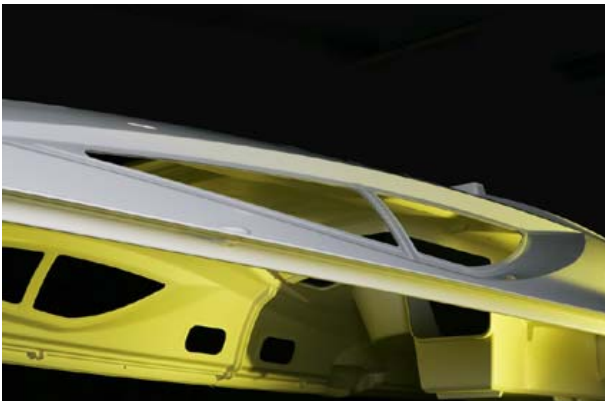
- **Development of State-of-the-Art Technology**

- The design of a new boat utilizes CAD and 3D-integrated software of the latest generation, a tool already widely employed in the fields of automobile and aeronautic design: **CATIA®**.

Capable of integrating the ensemble of functions involved in the development process of a boat, from concept phase to after-sales service, this advanced technology offers remarkable flexibility, guarantees efficient cost management, and yields improved reliability and a higher standard of quality.

CATIA® has allowed Jeanneau to develop each project in record time, and optimize the costs of development and production at considerable scale. This is a significant technological advance that allows Jeanneau to new goals in product development.

- The 5-axe robot constructs scale models and industrial tools.



- The hulls of new sailboats are constructed by injection moulding using the “Prisma Process®” (Jeanneau patented). This original technique, introduced by Jeanneau five years ago, uses enclosed-mould fabrication and offers many advantages.

It yields pieces that are 20 to 30% lighter, stronger and of a higher quality, both inside and out. It also reduces, by over 90%, the release of volatile organic compounds into the environment. The hull of the SO 42 DS is the largest injection-moulded piece in the world, and it is created in mass production!

- The woodworking facility is equipped with machinery operated by digital command for cutting wood pannels as well as an entirely automated line for varnishing and curing by UV lamps.

Today, it produces **5,500 pieces/day** at an extremely high standard of quality. The legendary savoir-faire of Jeanneau in this field is once again evident in the quality and the soul of our boats.



▪ Respect for the Environment, an Engagement for the Future

- For well over a year, the entire Jeanneau fleet, including sailboats and powerboats, has been equipped with engines that meet the toughest gas and noise level emissions standards, standards that are now obligatory in 2006 – or in some countries, will be in 2007.
- All boats over 9 metres offer WCs equipped with holding tanks while the smaller boats are equipped with chemical WCs.
- Our “Prisma Process®” injection-moulding technology reduces the emission of volatile organic compounds into the environment by over 90%.
- Utilization of new materials, such as “Fine Teak®,” demonstrates good stewardship of rare and endangered natural resources by substituting a wood with identical aesthetic and technical properties, thereby also conserving the warmth and soul of a boat’s interior that contribute to the reputation of a shipyard.
- Jeanneau shipyards have been ISO 14001 certified (environmental standards) since 2004. This certification complements the quality initiative, undertaken with the ISO 9001 certification maintained since 1995.



Jeanneau accelerates into 2007, unveiling new boats that are more comfortable and better equipped than their predecessors, and at even more competitive prices!

❖ **A diversified brand in a competitive market**

In a discriminating and competitive global market, Jeanneau challenges established competitors by offering:

- Beautiful, high-performance, seaworthy boats
- Renowned quality and technology
- Attractive pricing
- An extensive, knowledgeable, motivated and client-focused dealer network

With 47 models across 9 sailboat and powerboat product lines, over the last ten years, Jeanneau has been able to consolidate its position as a European leader in a fast-growing market that has seen the birth or the development of many new competitors in both sailboat and powerboat sectors.

During this same period and highly competitive market, Jeanneau was also able to gain market shares, owing its success to ambitious and client-oriented strategic planning.

→ **Biggest diversified brand in Europe**

❖ **Beautiful, seaworthy boats and renowned quality**



Jeanneau's reputation has been forged over decades by the quality of the boats conceptualized and built.

Always seeking an aesthetic that easily combines maritime tradition and modernity, Jeanneau boats cross the world with a single goal: to represent **“the golden mean”** of pleasure cruising: the perfect equilibrium between comfort and performance, tradition and modernity, and the best value-for-money ratio without ever sacrificing the mission: to create seaworthy boats.

→ **Jeanneau: the best value in pleasure cruising**

❖ **Attractive pricing**

Throughout its rapid development, with a concern for customer satisfaction, Jeanneau has always tried to make competitive products available to a broad market; large-scale production directly benefits the customer.

In 2007, with the strength of impressive investment and technical capabilities achieved in the last three years, Jeanneau is now able to accelerate this strategy, plotting a new course for increased competitive advantage.

→ **The 2007 generation of Jeanneau boats accelerate to meet the competition.**

Example:

	Sun Odyssey 35	Sun Odyssey 36i
Launch Date	2001	2007
Length	10.75 m. / 35'	10.94 m. / 36'
Number of Cabins	2 cabins	2 cabins
Engine	Yanmar 29 HP	Yanmar 29 HP
Base price in Euros - taxes not included	95,715 Euros	86,900 Euros

The SO 36i boasts much more space than its predecessor, the SO 35, as well as a standard cockpit table, Selden rigging and 100% Harken deck hardware. What's more, the sale price of the 36i is considerably lower, even with a level of comfort and equipment that are far superior!

❖ **A dealer network focused on customer satisfaction**

With a presence in over 45 countries, our network of over 300 specialized Jeanneau dealers is a natural extension of the Jeanneau shipyard, reaching out to our customers around the globe.

Trained regularly in diverse subjects, including new products and technical evolutions, the global Jeanneau dealer network is capable of offering full customer service (after-sales service, spare part orders, sales and financial counselling, previously owned boats...) for even the most demanding customers.

Customer satisfaction is at the centre of the relationship between the shipyard and its dealer network, to the point that a part of the earnings of the dealer network is directly tied to the level of satisfaction individually recorded by each customer. Each year, Jeanneau signs an **Individual Contract of Progress with each dealer**, the goal of which is to provide more services and capabilities for even greater customer satisfaction.



→ **Customer satisfaction is at the centre of the relationship between the shipyard and the dealer network.**

In 2007, Jeanneau will introduce 7 major new models: 4 powerboats and 3 sailboats will be added to Jeanneau product lines.

■ **Powerboats**

- Prestige 30 S
- Prestige 50 S
- Cap Camarat 635
- Merry Fisher 585

■ **Sailboats**

- Sun Odyssey 42i
- Sun Odyssey 36i
- Sun Odyssey 39 DS

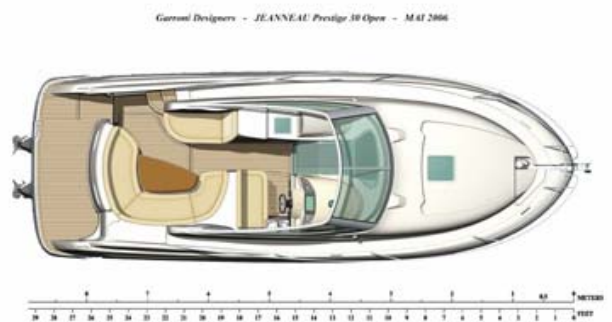


PRESTIGE 30 S

Prestige 30 S, the first 30-foot “Open” cruiser, also available in a “Sport Top” version with retractable roof

The concept of the new Prestige 30 S benefits from the elegant design that is the signature of the Garroni Design office. Sleek and modern, this new model boasts numerous advantages.

- A stable, high-performance hull offers comfort while navigating.
- A spacious and luxurious interior features a generous owner’s cabin, a comfortable and well-lit saloon and a real bathroom.
- Available in two versions, “Open” and “Sport Top,” the Prestige 30 S offers the large and comfortable cockpit of a 34-foot boat and twin diesel or petrol engines.



Technical Specifications

Overall length.....	9,10 m. / 29' 10"
Beam.....	3,30 m. / 10' 9"
Displacement.....	4300 Kg. / 9480 lbs.
Engine.....	2 x 225 HP petrol
.....	2 x 280 HP petrol
.....	2 x 190 HP diesel
Berths.....	4
Fuel capacity	490 l. / 130 US gal.
CE category (in progress)	B – 8 people
Architects	Garroni Design / Jeanneau Design

Pricing

Starting at 105 903,01 Euros – taxes not included

PRESTIGE 50 S

■ Prestige 50 S, flagship of the Prestige range

The worldwide debut of the Prestige 50 S during the Düsseldorf 2006 boat show, marks Jeanneau's ambitious entry in the European motor yacht market.

The arrival of the Prestige 50 S on the market of "Open" motor yachts did not go unnoticed. From the beginning, her undeniable features have made her a European success.

Key features

- An elegant motor yacht designed by Garroni Design
- A hull shaped for comfort, excellent handling and performance
- Jeanneau's technological edge
- Pricing that astonishes the competition



Technical Specifications

Overall length.....	15.36 m. /50'
Beam.....	4.36 m. / 14' 3"
Draft.....	1.05 m. / 3'3"
Displacement.....	13,000 Kg. / 28,600 lbs.
Engine.....	2 x 575 HP diesel
Cabins	2/3
Berths.....	4/6
Fuel capacity	1,650 l. / 436 US gal.
CE category	B -12 / C-14
Architects.....	Garroni Design / Jeanneau Design

Pricing

Starting at 470 000 Euros – taxes not included

CAP CAMARAT 635

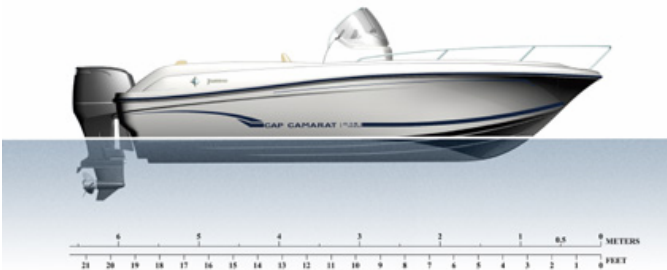
■ Cap Camarat 635, a full-featured “Open” powerboat

The Cap Camarat 635 takes its place at the heart of the Cap Camarat product line, which has a solid reputation for robust qualities, reliability, performance, and a character that is both practical and multifunctional.

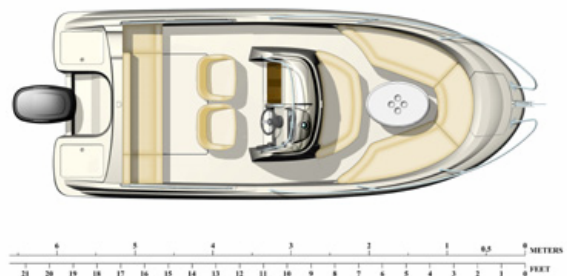
Key Features

- Stable, high-performance Jeanneau hull
- Large, open cockpit built for security (deep cockpit, running rails)
- Generous cockpit bench seating with removable cushions
- Large forward saloon
- Spacious console well protected by the windscreen
- Ergonomic captain’s seating
- Wide sundeck

Garroni Designers - JEANNEAU Cap Camarat 635 open - MAI 2006



Garroni Designers - JEANNEAU Cap Camarat 635 open - MAI 2006



Technical Specifications

Overall length.....	6,23 m. / 20'5"
Hull length.....	6,05 m. / 19'10"
Beam.....	2,48 m. / 8'2"
Draft.....	0,33 m. / 1'1"
Displacement.....	900 Kg. / 1,980 lbs.
Maximum engine size	200 HP. / 147 Kw.
Fuel capacity	136 l. / 36 US gal.
CE category (in progress)	C-7
Architects.....	Garroni Design / Jeanneau Design

Pricing

Starting at 14 260,03 Euros – taxes not included

MERRY FISHER 585

■ Merry Fisher 585, a new generation “fisher-cruiser”

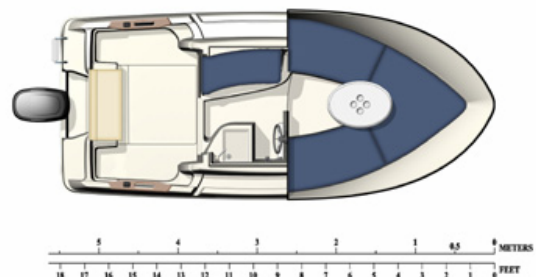
Beautiful, robust and seafaring, the new Merry Fisher 585 is distinguished by modern lines. Offered for coastal cruising and fishing, this new boat handles easily and has an ideal temperament at sea. Equipped with a 100 HP outboard motor, the open cockpit offers plenty of space for practical use and enjoyment. All that we now offer on a 6-metre model is now available on the Merry Fisher 585.

Key Features

- Swift, stable hull
- Large cockpit, featuring wide cockpit bench seating for cruising, which can also be removed for fishing
- Secure side decks with extra width port side
- Comfortable captain’s seating
- Large storage lockers
- Forward saloon transformable into two single berths or a double berth (optional).



Garroni Designers - JEANNEAU Merry Fisher 585 - MAI 2006



Technical Specifications

Overall length.....	5.75 m. / 18'10"
Hull length.....	5.50 m. / 18'
Beam.....	2.40 m. / 7'10"
Draft.....	0.30 m. / 1'00"
Displacement.....	880 Kg. / 1,874 lbs.
Maximum engine size	100 HP / 74 Kw.
Berths.....	2
Fuel capacity	100 l. / 26 US gal.
CE category (in progress)	C-6
Architects.....	Garroni Design / Jeanneau Design

Pricing

Starting at 12 449,83 Euros – taxes not included

SUN ODYSSEY 42i

■ Sun Odyssey 42i, the continuation of a successful line

The Sun Odyssey 42i, beautiful product of collaboration between American naval architect, Marc Lombard, and the Jeanneau Design team, is at once elegant and modern, spacious and functional.

Her fluid lines recall those of the Sun Odyssey 45 and 49, and in the honoured Jeanneau tradition, she has a generous sail plan.

Available in two versions (3 cabins / 2 heads – 2 cabins / 2 heads), the Sun Odyssey 42i offers great flexibility.

She also benefits from a wide cockpit with twin helm, a fully equipped cockpit table and four large storage lockers to bring the necessary order to life aboard.

The Sun Odyssey 42i is also offered in a “Performance” version. It integrates perfectly into the new generation of Jeanneau sailboats: Prisma Process® injection-moulded hull and featuring the latest modern materials, “Bateau Bleu” environmental safety label, high-quality equipment, all at a very competitive price.



Technical Specifications

Overall length.....	12.85 m. / 42' 2"
Beam.....	4.13 m. / 13' 6"
Displacement.....	8,410 Kg. / 18,541 lbs.
Engine.....	Yanmar 54 HP
Berths.....	4 / 6 + 3
Cabins	2/3
Water capacity.....	355 l. / 94 US gal.
CE category (in progress)	A-9
Architects.....	Marc Lombard / Jeanneau Design

Pricing

Starting at 125 500 Euros – taxes not included

SUN ODYSSEY 36i

Sun Odyssey 36i, an exceptional blend of performance and style, quality and price

Without a doubt, the Sun Odyssey 36i fits nicely into the new generation of Jeanneau’s Sun Odyssey product line.

A new profile (a stretched deckhouse with fluid curves boasting built-in double windows), a powerful hull designed by Marc Lombard, a generous sail plan, and a particularly spacious interior are a few of the winning characteristics of this new model.

The bright and well-ventilated interior features details worthy of a larger pleasure cruiser: a 40-litre hot water heater, a modern galley equipped with double faucet and 12V refrigerator, windows with standard roman blinds and screens, a sliding card table, etc.

The Sun Odyssey 36i:

- benefits from Prisma Process® injection-moulded hull construction;
- is offered in two versions (with 2 or 3 cabins);
- is also offered in a “Performance” version;
- ...and last but not least, at a price point that places it among the top value-for-money offerings on the market.



Technical Specifications

Overall length.....	10.94 m. / 36' 0"
Beam.....	3.59 m. / 11' 9"
Displacement	5700 Kg. / 12,566 lbs.
Engine.....	Yanmar 29 HP
Berths.....	5 / 7 / 9
Cabins	2/3
Water capacity.....	355 l. / 94 US gal.
CE category	A-8
Architects.....	Marc Lombard / Jeanneau Design

Pricing

Starting at 86 899,67 Euros – taxes not included

SUN ODYSSEY 39 DS

■ Sun Odyssey 39 DS, the shape of things to come

- With a hull designed by Marc Lombard, and a deck line drawn by Garroni Design, the Sun Odyssey 39 DS (the darling of the DS product line) unites performance and interior volume.
- The comfort, size and quality of interior spaces onboard feature prominently among key points of the 39 DS: two large cabins, accommodating 5 to 7 people, a real bathroom with separate shower and storage, a spacious, L-shaped galley, a large, bright and inviting saloon, an open cockpit with integrated cockpit table and twin helm.
- She is also the best-equipped boat in her product line: hot water, shore power, furling mainsail, electric windlass, etc...



Technical Specifications

Overall length.....	11.86 m. / 38'10"
Beam.....	3.88 m. / 12' 8"
Displacement.....	7,863 Kg. / 17 335 lbs.
Engine.....	Yanmar 40 HP
Berths.....	5/7
Cabins	2
Water capacity.....	355 l. / 94 US gal.
CE category	A – 8
Architects.....	Marc Lombard / Garroni Design / Jeanneau Design

Pricing

Starting at _ Euros – taxes not included

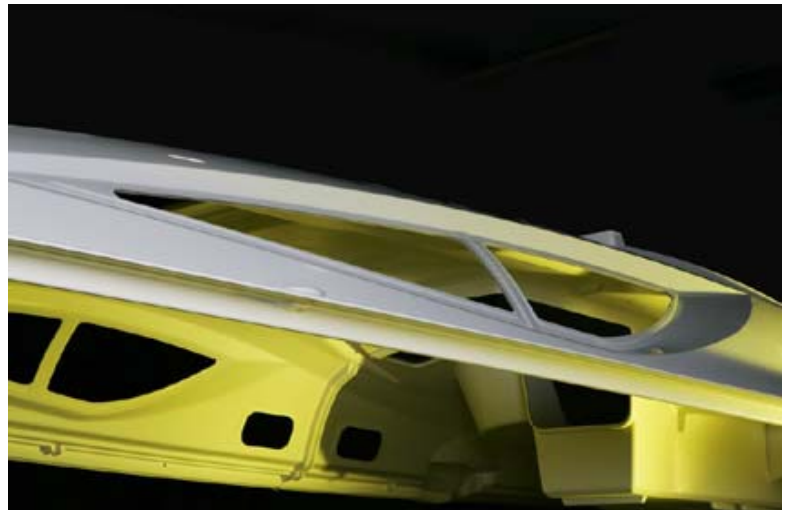
In 2007, Jeanneau will celebrate its 50th anniversary!



Jeanneau, enriched by experience and emboldened by a drive to do more, is taking steps to accelerate development!

A journalistic opportunity not to be missed!

We can build it together.



A separate kit, **“50 years Jeanneau,”** is available to journalists, provided by Vanessa Clairgeaux in the Jeanneau Communications Department.

JEANNEAU COMPANY PROFILE

Date Founded	1957 by Henri JEANNEAU
General Director	Bruno CATHELINAIS – President and General Director Didier GREGGORY – Associate General Director, Sales and Marketing Bruno HALLAIRE – Associate General Director, Industry

Production Sites

1. Les Herbiers
Production area: 97,043 m²
Total surface area: 346,865 m²

Divided into 6 zones
 - Headquarters: Management, Sales, Marketing, Administration, Finance, Design Office, Purchasing...
 - Bois Verts 1: Production of sailboats from 12 to 16 m.
 - Bois Verts 2: Production of Sun Odyssey 54 DS and large motor yachts (Prestige over 13 m.)
 - Bignon facility: Production of large Merry Fishers and sailboats from 8 to 11 m.
 - Powerboat facility: Production of small powerboats and Prestige 32 and 34
 - Woodshop
2. Rochetrejoux
Production area: 3,312 m²
Total surface area: 12,701 m²
Production of powerboats from 7 to 9 m.
3. Nantes
Production area: 2,100 m²
Total surface area: 10,290 m²
Production of Prestige 36
4. Cholet
Production area: 20,000 m²
Total surface area: 170,000 m²
Production of sailboats from 10 to 14 m.
5. Ostroda (Pologne)
Production area: 10,000 m²
Total surface area: 49,667 m²
Production of powerboats up to 7 m.

Global Staff

Approximately 2000 people (France + Ostroda) on 01/09/06

Product Lines

Sailboats

- Sun Odyssey – Sun Odyssey “Performance”
Cruising sailboats from 9 to 15 m. (29 to 49’)
- Sun Odyssey “Deck-Salon”
Cruising sailboats from 12 to 16 m. (39 to 54’)
- Sun 2000 and Sun 2500

Powerboats

- Prestige (motor yachts from 10 to 15.30 m.)
- Runabout 755 (concept boat)
- Cap Camarat (“Open” and “Walk-Around” from 5 to 9.50 m.)
- Leader (day cruisers from 5 to 8 m.)
- Merry Fisher (fishing/cruising)
- Rigiflex (tenders, small boats and small outboard motor boats)

Dealer Network

An international dealer network that includes over 300 dealers in France and abroad in over 45 countries

Services

- EYB / Pre-Owned Boats: 1st European site for the sale of pre-owned boats
- SGB Finance (financing options specialists)

YOUR CONTACTS

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