

PRESS RELEASE

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WELLCRAFT, A LEGENDARY BRAND MOVING TO PUSH LIMITS



An Iconic Brand

Originally from Florida, Wellcraft started with iconic powerful motorboats and has been, for over six decades, a legendary brand at the forefront of offshore boating.

“ Wellcraft boasts 60 years of passion and a DNA that’s 100% dynamic, sporty and adrenaline-driven! Wellcraft boats are fast and powerful, with cruising speeds of 40+ knots. Built to own the offshore, they are ultra-seaworthy and definitively robust, designed for extreme sensations and high-intensity outings,” confirms Nick Harvey, Wellcraft Brand Director.

A new adventure chapter

Always loyal to this DNA, Wellcraft naturally adds a new chapter to its history.

“ Wellcraft is my dream brand. It has strong values and heritage. We want to boost it with an innovative series of boats that will perfectly match its DNA,” explains Gianguido Girotti, Beneteau Group Deputy CEO - Brand & Product Strategy, Boat Division.

Known for its offshore fishing boats, Wellcraft is widening its offer with a new generation built for all adventures and in all types of weather. Outlasting trends, Wellcraft will enable boaters to conquer new territories, pushing the limits further than ever before. This new generation of adventure commuter will provide a wide range of capabilities and purposeful functions, responding to the toughest demands and meeting every challenge. To go anywhere. To do anything.



www.wellcraft.com

“We’re creating a new generation of game-changers in the world of adventure performance yachts built for our ultra-passionate clients. Boats that take their boating that extra bit further, and change the rules of the game,” confirms Nick Harvey, Wellcraft Brand Director.

This new range of adventure boating is made for a new breed of boaters, those looking to gain more excitement away from the typical boating lifestyle. Boaters who want to see the world from a different perspective. Instead of gazing at the sea from shore, they shove off and never look back in a boat with extended capabilities, ruggedness and still in great comfort. Wellcraft utilizes its rich heritage of offshore experience to push into this new commuter segment with an American flare and shameless enthusiasm.

355, Built to Push Limits

With triple outboard motors totaling up to 1,050HP and incredible sea-worthiness, the new 355 perfectly embodies this new adventure direction. It will be revealed in more detail in a couple of weeks and first shown at the Cannes Boat show.

Follow the launch on www.wellcraft.com/newchapter

About Wellcraft

For 60 years, Wellcraft continues to be a leader American boat construction. Originally from Florida and made famous with “Miami Vice” Wellcraft offers legendary, hand-crafted boats from 20ft to 35ft. Wellcraft joined Beneteau Group in 2014, launching into the international market space.

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