

## Sao Paulo Boat Show presents Schaefer 620 Pininfarina



Turin, October 17, 2011 - Brazil's biggest nautical fair, Sao Paulo Boat Show 2011, will be the ground for a pioneer partnership involving Italian design studio **Pininfarina** and Brazilian shipyard **Schaefer Yachts**, national leader in 26-50 feet high class yachts. Today, developers **Paolo Pininfarina** and **Marcio Schaefer** will celebrate the cooperation with the launching of **Schaefer 620 Pininfarina** – the most audacious project of Schaefer Yachts and a landmark in the emerging Brazil's nautical industry.

*“The expertise of each company is the key to the success”, says Marcio Schaefer. “Reaching the Brazilian market is a great opportunity. Schaefer*

*Yachts and Pininfarina share the same passion for product design, innovation and high technology”, adds* **Paolo Pininfarina**, President and CEO of Pininfarina Extra.

In less than 20 years, Schaefer Yachts became a worldwide reference with its Phantom boats, that sold over 2,5 thousand units. Based in Florianópolis, south of Brazil, the company manufactures almost 300 yachts per year. With the Schaefer 620, and the project of a 80 feet boat (to be released in 2012), the industry starts a new international alignment, and the partnership with Pininfarina is part of this strategy.