



pininfarina

PRESS RELEASE

Schaefer by Pininfarina

*Partnership celebration with the new 510 concept
at The Miami Beach Boat Show*



Miami Beach, February 16, 2017 – This year, Schaefer and Pininfarina come together once again enlarging the portfolio with an updated 51 feet yacht, **Schaefer 510 by Pininfarina, the ultimate expression of sportiness and elegance.** After the experience of creating two cutting edges projects resulting in top-of-the-line yachts with Schaefer 620 and 800, the international company

that has great prestige in Brazil invites Pininfarina to create a one of a kind yacht to become the debut project in the American Market.

*“Working with Márcio Schaefer and his team feels as a great journey of friends, exchanging experiences, and focusing on a blend of **sport & elegance**”, affirms **Paolo Trevisan**, Head of Design for Pininfarina. “It is the perfect balance of the successful blend of passion that the two companies are now bringing from Brazil to the USA to be presented in Miami, FL where Pininfarina decided to open the first creative office outside Italy named Pininfarina of America.”*

It is a daring project and strategically placed with Schaefer 510. Schaefer enters into the American market with a lot of potential, investing in the Pininfarina local design studio to create the right balance between innovation and craftsmanship for the ultimate sports version.

*“We had a very successful experience with Pininfarina in the recent years; both brands share the constant search for design excellence as a status-quo, so **the partnership happens very naturally**” says **Marcio Schaefer**, Schaefer Yachts' founder and president.*

The result is an updated 51 feet, hard top version and flybridge concept with disruptive features that convey the same elegance but it is incremented with incredible detailing, now in progress – first renderings to be released soon.

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