



## **Planet Swan: a brand round 360°**

*“When I bought my first Swan in 1988 one of my dreams was to participate to the Swan Cup. I did it and since then I saw this event becoming greater and greater as well as the cooperation between Yacht Club Costa Smeralda, Rolex and Nautor’s Swan. This was the starting point.”* states Leonardo Ferragamo, Nautor Group President. *“When I bought the yard in 1998, then, my vision was to make a great brand out of it. A brand able to be part of the lifestyle of those who believed in the yard. Without losing sight of this intent, we worked with passion and restless efforts to make it happen, always delivering quality, performance and reliability and striving to always do our best”.*

### **NAUTOR’S SWAN**

With more than 50 years in building performance cruising yachts, Nautor’s Swan is becoming the point of reference in the sailing segment.

With a range divided into three distinct lines, each responding to the character and sailing profile of a specific owner, meeting his way of enjoying and living the sea, the Finnish brand keeps on offering iconic, high quality, beautiful sailing yachts.

Last January, an important milestone has been marked: the entry into the power yacht segment with Swan Shadow, a 42’ yacht with a combination of solutions never seen on a boat of this size before.

Last May 7<sup>th</sup>, during the Regate di Primavera in Portofino, Nautor’s Top management announced a new model: Swan 108 designed by Frers, with exterior design by Lucio Micheletti and interiors by Misa Poggi.

The sustainable path of Nautor started with responsible environment practice at regatta and commercial events is being mirrored also in the production of new yachts - the first hull of the brand new Swan 88, has been sold with a hybrid electric propulsion system.

*“The production of a Swan yacht and the services that go with it happens thanks to people from all over the globe. One of the greatest successes in this type of business is to create that synergic group that forms a winning chemistry”,* says Giovanni Pomati, Nautor Group CEO. *“and it’s this chemistry that makes possible the concept of “Planet Swan” where our customer will always be taken care of”.*

[www.nautorswan.com](http://www.nautorswan.com)

### **NAUTOR'S SWAN BROKERAGE AND CHARTERS**

Providing an unparalleled resource, with links and contacts to the entire world of Swan, facilitating the valuation and technical appraisal of Swan yachts, with all the expertise and know how that you can expect from Nautor.

[www.nautorswanbrokerage.com](http://www.nautorswanbrokerage.com)

[www.nautorswancharters.com](http://www.nautorswancharters.com)

### **NAUTOR'S SWAN GLOBAL SERVICE**

Nautor's Swan Global Service is the guardian angel for all the Swan owners around the world, offering refit and maintenance but also racing assistance, original spare part supply, technical consultancy and surveys, yacht management and guardiennage – in fact a total service designed to exceed the owners' expectations and enhance the Swan ownership experience.

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### **CLUBSWAN RACING**

ClubSwan Racing is the new branch of Nautor's Swan with the aim of providing a high profile service in the organization of regattas, event services and support for Swan owners.

Racing is in Swan's DNA since the beginning and ClubSwan's thrilling regattas are the most eagerly awaited events by Nautor's community of sailors.

ClubSwan Racing with its dedicated Racing Office is leader in the organisation of two different Regatta models: One design and rating.

*"A consistent development of One Design comes from an intuition by Leonardo Ferragamo and his willingness to write a new page in racing history and his bravery to walk new paths" Says Enrico Chieffi, Nautor Group Vice President. "We have continuously believed that alongside handicap racing, there should be a strong focus on real-time racing and more specifically one design. With the development of events in both rating and one design, for Swan it's very important to make sure that owners are offered the best possible environment in which to compete. Location, organisation, race management and shore side activities are the four criteria on which Swan regattas have been built."*

With a dedicated professional racing team, lead by Enrico Chieffi, together with Federico Michetti, Claudia Tosi and Luisa Bambozzi, ClubSwan racing has a very exciting events calendar from the Med to Northern Europe, conquering Japan, with the first edition of the Swan Asian Regatta powered by Riviera.

Jewels in the crown of the ClubSwan Racing programme are the Rolex Swan Cup, organised by the Yacht Club Costa Smeralda (Porto Cervo), the Nations Trophy and the One Design Worlds, dedicated to the Swan One Design yachts (ClubSwan 36, ClubSwan 50, Swan 45, ClubSwan 42).

For all the press kits and pictures please click [here](#)

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**About Nautor's Swan**

Nautor's Swan has more than half a century of experience in building performance sailing yachts, which are recognised the world over for the perfect combination of style, quality, performance and reliability. Exceptional sailing performance will always define any Swan and, while the more traditional Swan Yachts will retain the familiar element of cruising comfort along with their ability to compete when required, ClubSwan Yachts will be more distinct in their role and direction with the specific objective of leading the yard's development of high-performance yachts based upon cutting-edge design principles. More than 2,000 yachts have been built over five decades between 36 and 131 feet, and more are about to come. The latest generation of Swan yachts includes the Swan 120, the recently announced Swan 108, the Swan 98, the Swan 88, the Swan 78, the Swan 65, the Swan 58, the Swan 48, the outstanding ClubSwan 125, the ClubSwan 50, ClubSwan 36 and the ClubSwan 80. In 2021 Nautor's Swan debuts in the motor yacht segment by launching a new division with the innovative Swan Shadow. Jewels in the crown of the ClubSwan calendar are the Rolex Swan Cup, organised by the Yacht Club Costa Smeralda (Porto Cervo), and the Nations Trophy, dedicated to the Swan One Design yachts (ClubSwan 36, ClubSwan 50, Swan 45, ClubSwan 42).

**Swan Yachts**

Swan 48, Swan 54, Swan 58, Swan 65, Swan 78

**Maxi Swan Yachts**

Swan 88, Swan 98, Swan 108, Swan 120

**ClubSwan Yachts**

ClubSwan 36, ClubSwan 50, ClubSwan 80, ClubSwan 125

**MOTOR YACHT DIVISION**

Swan Shadow

