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**For Immediate Release**

## Beneteau and Its Partners Prepare to Embark on The Greatest Loop

Annapolis MD, March 30, 2012 - Beneteau Powerboats Division along with leaders from multiple sectors within the marine industry are preparing Beneteau's latest Swift Trawler 34, appropriately named The Greatest Loop, for her maiden voyage around The Great Loop beginning May 15, 2012 in Annapolis, MD and returning to Annapolis in September 2012.

Laurent Fabre, vice president of sales and marketing for Beneteau's Powerboats Division explains, "While many have taken the pilgrimage around The Great Loop, we're unaware of another boatbuilder who has assembled a team of equipment suppliers, associations, dealers and publications willing to commit the time and resources required to bring the journey in this fashion to others interested in learning more about the adventure and the cruising lifestyle in general."

The Swift Trawler 34 is a performance-based cruising boat offering exceptional fuel efficiency, stability and maneuverability. The Greatest Loop, hull 202, was built at Beneteau's trawler factory in Challans, France and arrived in the U.S. on March 23, 2012. She is currently being outfitted with the latest equipment supplied by Beneteau partners Cummins, Raymarine, Cummins Onan and Dometic Marine. Other industry partners lending support for the journey include America's Great Loop Cruisers' Association, Marina Life, SGB Finance and Annapolis Yacht Sales in addition to other Beneteau dealers around the country.

Marine publications throughout North America and Europe will be aboard The Greatest Loop for specific segments of the journey to document and share their experience with their readers. Audiences interested in following her journey can participate in the expedition with Beneteau and its partners at [www.TheGreatestLoop.com](http://www.TheGreatestLoop.com) and on Facebook at [www.facebook.com/TheGreatestLoopByBeneteau](http://www.facebook.com/TheGreatestLoopByBeneteau).

"By reaching through grassroots publications all along the Great Loop as well as engaging the public through social media vehicles on a daily basis, this is an opportunity to pique the interest of people who dream of owning a boat and fully ignite their passion for the lifestyle enough to pursue it. We understand their first boat may not necessarily be a Beneteau, but realize by bringing more people into recreational cruising, Beneteau will grow too. It's our contribution to the Grow Boating initiatives developed by the marine industry," said Maryline O'Shea, marketing director for the Beneteau Powerboats Division.

Beneteau is known worldwide for its sleek design, quality construction and innovation in the manufacturing of seaworthy sailing and power yachts. The Beneteau story began more than 125 years ago when Benjamin Bénéteau started building fishing trawlers in Saint-Gilles-Croix-de-Vie, France. Today, the company continues to thrive under the leadership of Benjamin Bénéteau's granddaughter, Madame Annette Bénéteau-Roux. Beneteau has grown to twenty manufacturing facilities in France, Italy and the U.S. Another production facility for powerboats is under construction in Brazil.

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