



BENETEAU POWERBOATS AMERICA
105 EASTERN AVENUE | SUITE 201 | ANNAPOLIS, MD 21403
MARYLINE O'SHEA | (410) 990-0270 | MARYLINE@THEGREATESTLOOP.COM

Download the full press kit at
<http://www.thegreatestloop.com/press/>

For Immediate Release

Leading Yacht Builder Makes Final Preparations for Four-Month Journey

Boat set to depart from Annapolis on May 15, 2012

Annapolis MD, May 8, 2012 – Beneteau's Powerboats Division, based in Annapolis, MD with its parent company located in Saint-Gilles-Croix-de-Vie, France, along with support from several companies involved in the marine industry are making final preparations to put their products and services to the test along The Great Loop. Beneteau's latest Swift Trawler 34, appropriately named *The Greatest Loop* will embark on a 4-month maiden voyage on May 15, 2012 from Annapolis, MD and will return there in September.

Laurent Fabre, vice president of sales and marketing for Beneteau's Powerboats Division explains, "This has been an exciting adventure for all of us at Beneteau already. There is so much work that goes into the planning and preparations of such a significant undertaking. While many have taken this 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 this up close and personal to others interested in learning more about the adventure, its requirements and the cruising lifestyle in general."



The Greatest Loop will leave from the Annapolis City Dock on Tuesday, May 15 at 7:00 pm. A Bon Voyage celebration will be held downtown beginning at 5:00 pm. The public is invited to attend the celebration free of charge, but is asked to RSVP for the event online at www.TheGreatestLoop.com or by calling 410-990-0270.

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 has been outfitted with the most technologically advanced equipment and products supplied by Beneteau partners Cummins, Cummins Onan, Raymarine, Dometic Group, Interlux, DeLorme and Zodiac. Other industry partners lending support for the journey include ValvTect, SGB Finance, BoatUS, Weems & Plath, America's Great Loop Cruisers' Association, Marina Life, Trawler Fest, Dozier's Waterway Guide, T2H Advertising and Annapolis Yacht Sales in addition to other Beneteau dealers around the country.

"Annapolis Yacht Sales has proudly represented Beneteau for over 15 years," comments owner Garth Hichens. "We're happy to be a vital member of the team making this journey possible. This is a perfect example of why we love working with Beneteau. They're always pushing the envelope...doing more and doing it better than everyone else," said Hichens.

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 and on Facebook at www.facebook.com/TheGreatestLoopByBeneteau.

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 about to begin operations in Angra dos Reis, outside of Rio de Janeiro, Brazil.

Download the full press kit at:
<http://www.thegreatestloop.com/press/>

###