

AICON YACHTS: AMERICAN SOUL AND SICILIAN HEART FOR AN AMBITIOUS FUTURE



Aicon Factory

In Aicon Yachts the United States of America embraces Sicily. A marriage that seems destined to bear important fruits over time. To ask who have already come into contact with the new entrepreneurial reality, experiencing the atmosphere you breathe from the inside.



Flags Aicon, USA, Sicily

A company whose activity started after bureaucratic obstacles that seemed endless and which started production in the ex Nac factories/

shipyards in Giammoro, where the history of Aicon Yachts once started. Which now comes back to life thanks to investments from the New Continent.



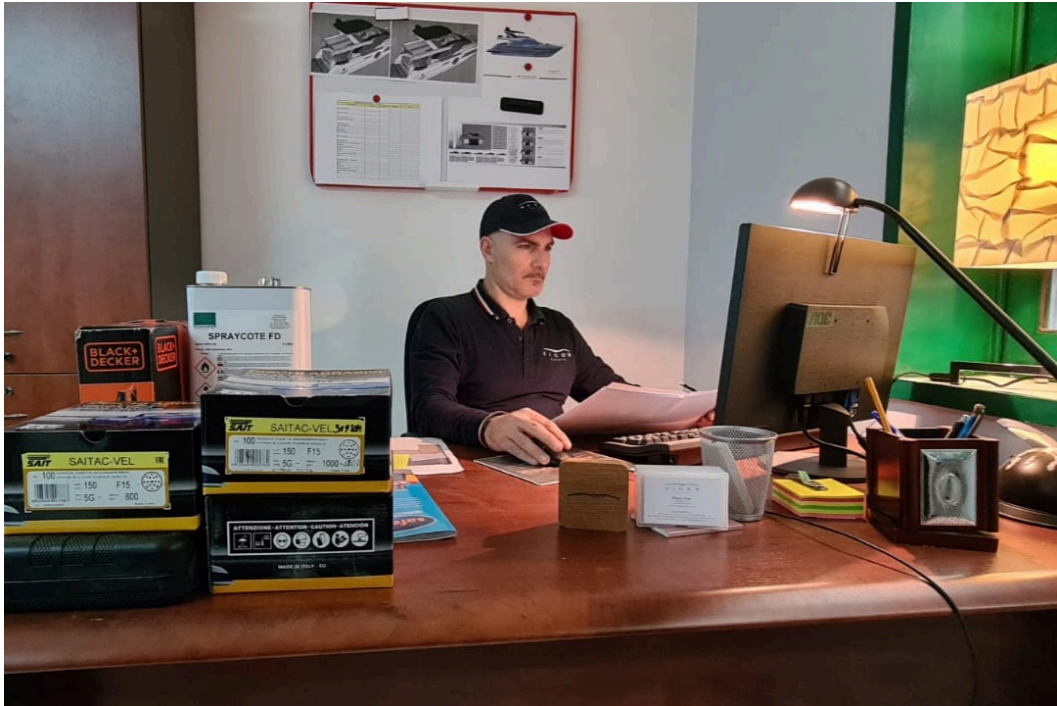
Marc-Udo Broich

Marc-Udo Broich is the CEO of Aicon Yachts and majority shareholder. Next to him, partner John P. Venners. And around him what gives the impression of being a beautiful and close-knit family of professionals who believe in the objectives that the property aims to achieve. Goals in which American pragmatic functionality and Italian style, the technology and experience of master craftsmen, innovation and a fine research of materials that take Sicilianity, the passion to live the sea and the meticulous attention to detail. All elements that are enclosed in a single word: "Customization". The boat as a product sewn, in an almost tailor-made way, on the needs of the individual customer. In short, a new way of conceiving the company and the product. And also a relationship with employees, equal and polite. Of comparison and sharing. From the production department, to the engineering, to the interior design up to the workers on site. All to push in one direction and with one goal.



Teodoro Santalucia

"We work with new technologies, in the name of innovation brought by the American property - declared the Head of Production, Teodoro Santalucia - The care and careful finishing of the details make our boats unique products, whose strong point is elegance. The property is very attentive to the needs and requirements of its employees. An empathy was created right from the start that helps everyone to work hard to achieve the set goals. Among these there is also the protection of the environment. While much attention is paid to the aspect of safety in the workplace. What Marc explained to us is that he is pursuing his entrepreneurial activity in the field that he is most passionate about. For this reason he always keeps to supervise the progress of the works. We already have the new Aicon 66 Vivere in production with the first two units, one of which will be launched in early summer. The new projects of the Open 70 "opera d'aria" and the 72 fly are in progress. Three lines on which the company focuses a lot ".



Stefano Crimi

Statements echoed by those of Stefano Crimi, in charge of processing in Fiberglass: "This wave of stars and stripes has brought enthusiasm, work, is creating expectations for many families because it is clear that the property is making large investments in a territory which, after all, was arid and on which new perspectives were created. I returned from Northern Italy where I moved for work and, like me, others are beginning to believe in this "dream" of being able to return to their homeland. The attention paid to details is crazy, a symptom of a great passion on the part of Marc-Udo who really loves living the sea “.

"We are working to tie the construction site, and therefore the product, a double thread to the territory - says Alessandro Licciardello, Aicon Centro Stile manager - And therefore to history, art, colors, fragrances, light, sun, matter. Aspects of our land recognized in all over the world and highly appreciated by our customers. Buying an Aicon will mean buying a piece of Sicily and an experience that takes the customer to



Alessandro Licciardello

the places where the boat and the materials used to dress it are produced, worked by selected companies of excellence throughout Sicily. Excellence of our boats and excellence of suppliers with precious materials, worked by combining craftsmanship with cutting-edge technology. The interior design combines these materials to make the cruise experience a truly captivating moment. Sun and light , other symbols of our island, are transformed into building materials through the opening that push natural light beyond the co our limits. We have worked to maximize the view of the sea through large glass surfaces, we have not forgotten the sky and the clouds either. Our boats are a safe shell that protects the owner and his guests, without making him lose any detail of the places they pass through. A careful choice of Decor will make you appreciate the colors, materials and settings that have made the history of our Sicily ".

For Giuseppe Ficarra, who, with his commercial studio, closely follows the Aicon Yachts project, the "American model" can represent a resource and a winning card for our territory, not only in terms of employment, but also in terms of investments: "The American way of doing business is front-wheel drive. A broad, all-out vision of what needs



Giuseppe Ficarra

to be done for the immediate and long-term. Taking into account well-established objectives, planning investments, preserving that spirit, that tenacity and that openness of ideas typically made in the USA. The new ownership of the Aicon Yachts brand has already made substantial investments in the area before starting production. One of the priority objectives is to restart the related industries of the nautical sector which, in the province of Messina, has so many professional skills to express. With the not too secret dream of bringing the yachting center back to the glories of the past. To do all this, the property wants to weave 360-degree relationships with local institutions. Starting with the University of Messina and the schools with which you want to start an dialogue to give young people the opportunity to express themselves also through training courses in the establishment and the creation of a style center. All that remains is to wait and have a trust that, I am sure, is well placed”.