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# **AICON RESTARTS FROM 4 MILLION USD**

**American Investors For The  
Sicilian Brand of Luxury Boats.**

The Messina-based company restarts after 10 years of stoppage. The CEO speaks of: "we create tailor-made products, we are a niche manufacturer. First the customers and then the construction of the boats ". First product intended for a New York yachtowner  
by Elisabetta RaffaMF Sicily - *Issue 200 pag. 105 of 09/10/2021*

An initial investment of 4 million dollars which in 3 years should reach 10, currently has over 50 employees and numerous outside professionals. . These are the numbers of the new Aicon Yachts, restarted after 10 years of stoppage. The company works looking only to the future and uses only Sicilian raw materials. "We don't care about the past," says Marc Udo Broich, a German-born US entrepreneur and CEO of the company. "Our Aicon aims to create tailor-made, personalized yachts. It is a serious investment, made by myself, my biz-partner John Venners and other high-level investors also from the U.S. ".

The company was acquired in 2019 and as regards the increase in jobs, Broich indicates: "We will never exceed 300. To talk about us, I always take the example of cars. Ours is a niche product. We are not FIAT, but Pagani, Bugatti. In short, a company where the customer comes with us and really experiences the sea ".

At the basis of the new Aicon is that the CEO defines the American business philosophy: aiming only for high quality products and talking about real numbers of developed companies. "Don't find to build the customers 20 boats and then," says Broich, "we first find the customers and then we build the boat. It is another philosophy, more conservative than speculative. We have invested in Aicon only private capital, we have not used any public funding. It is money that has come out of our pockets and those of our investors. It's not that I don't want to ask for help or that we don't want to have anything to do with Italian banks, mind you, but right now we started with our own funds ".

From an initial idea of producing pleasure boats in Viareggio or in the Marche region, Aicon's management chose to focus on Sicily and the Aicon brand.

"A year ago I decided to stay here. During a press conference a year and a half ago I made a commitment to this community here in Sicily and we are proud to announce that the commitment has been kept. 2021 was a busy year for us. We have reopened a manufacturing business of which all of Sicily can be proud again. And while Aicon has experienced some difficult times under its previous management, I can guarantee that the brand is known all over the world for luxury, especially in the United States. Our goal is now to truly place it among the highest tiers of luxury brands. After all, Aicon represents the only Sicilian brand known in all five continents, on the most luxurious market of all. That, in fact, of yachts".

The first example of the new management is in production and is destined for a New York shipowner. The boat will be launched in a short time and will travel to the USA to participate in the Miami and Palm Beach Boat Shows. Another 66 # 12 boat was taken to an owner in Florida and the # 14 is also in fiberglass production for a Canadian owner. Everything else is top secret and the only anticipation that can be snatched from Broich is that in 2022 a brand new model, Aicon 76 "Vivere" is planned, also designed by HydroTec and Sergio Cutolo.

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