

PIRELLI SPEEDBOATS LAND IN THE CARIBBEAN

In signing an agreement for distribution in Puerto Rico, Dominican Republic and Haiti, TecnoRib, the official licensee of the inflatable boat brands PIRELLI and P. for speedboats, chooses Ibi Yachts, an important central American company selling the most typical Made in Italy nautical brands.

“For some time, we have been thinking about a **business expansion in the Caribbean** and have decided to rely on the most **popular and solid dealership** in the area, which has made itself known for the exclusive distribution of brands such as **Azimut and Benetti**,” commented **Gianni De Bonis**, the day after the agreement with **Ibi Yachts**. The **managing director of TecnoRib** explained “Reaching the most important nautical entities in the world has always been one of our objectives.”

Ibi Yachts, which is part of **Ib Nautica Group**, will therefore sell the brands PIRELLI e P. for Speedboats in the **Dominican Republic**, to **Haiti** and **Puerto Rico**, guaranteeing a complete service for owners, who will be supported from the first moment of ordering to the after sale. Furthermore, Ib Nautica’s shipyard, “IBC Shipyard“, based in La Romana, Dominican Republic, is the only Azimut-Benetti’s service in the Caribbean and the shipyard with the top load carrying capacity in a 500-mile radius.

This partnership allows TecnoRib to extend the assistance network coverage to the Caribbean and Central America and marks a new step forward in the company’s **global expansion strategy**. 2019 will see TecnoRib taking part in the most important boat shows, presenting important innovations including the PIRELLI J LINE, the complete line of **Jet Tender** with models ranging from 2.9 metres to 4.5 metres in length.

TecnoRib is the official licensee of the trademarks PIRELLI and P. for Speedboats. The licence agreement between the Company and Pirelli forms part of the Pirelli Design project, whose goal, in line with the focus of Pirelli on the Prestige and Premium car segments, is to increase the equity of the Pirelli brand by developing specific design projects to offer unique, iconic and one-of-a-kind products that exploit Pirelli’s technological competencies in conjunction with selected partners who represent excellence in their respective sectors.

www.TecnoRib.it www.pirellidesign.com

IBI yachts is the sales division of IB Nautica Group and have represented in the last decades the most expensive brand of the yachting world sharing whit a great success the “Yachting Made in Italy” in the Caribbean area from Dominican Republic whit his strategic offices in Marina Casa De Campo.

www.ibinautica.net

TECNORIB S.r.l.

Licensee of trademarks  and  for Speedboats

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