

TECNORIB CONQUERS WALES

TecnoRib, the official licensee of the trademarks PIRELLI and P. for speedboats, has signed a distribution agreement with Walker Boat Sales – an established Welsh company headquartered in Deganwy, just a few kilometres from Liverpool – to distribute in Wales the J Line, S Line and Speedboats models. The Milan-based shipyard has taken another step forward at an international level in the tender and Rib sector.

After having signed agreements with various dealers throughout **Europe** (in Spain, Benelux, Germany and Montenegro), in **South East Asia** (Thailand), and in **central America** (Puerto Rico, Dominican Republic and Haiti), TecnoRib lands in **Wales**, thanks to an agreement with **Walker Boat Sales**, an important UK dealer.

“For TecnoRib it is essential to be close to the many clients and enthusiasts who follow the brand. Two years ago, we began a strong internationalisation strategy which is successfully progressing and aims to win over the most interesting geographical areas for the nautical market”, said **Gianni De Bonis**, TecnoRib managing director, the day after signing with Walker Boat Sales.

Walker Boat Sales has recently ventured into the dealership business, but it can already claim successful collaborations including that with Sealine, historic English shipyard. **Andy Walker**, founder and director of Walker Boat Sales, said he was satisfied with the new agreement: “It is with great pleasure that we add TecnoRib to our client portfolio. The brands PIRELLI and P for Speedboats with their quality and innovative design marry perfectly with the tastes of our owners”.

The deal provides for the distribution of tenders of the **PIRELLI J Line**, which boasts four models – J29, J33, J39 and J45 – ranging in length from 2.9 to 4.5 metres and of the **S Line**, models with inboard/outboard motors, ideal for medium-sized yachts, in addition to the already well-known Speedboats line.

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.pirellicdesign.com

TecnoRib S.r.l.

Licensee of trademarks  and  for Speedboats

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