

THE ONE

YACHT & DESIGN

ORANGE FLUO ISSUE - n° 40 - 2024 - € 15,00

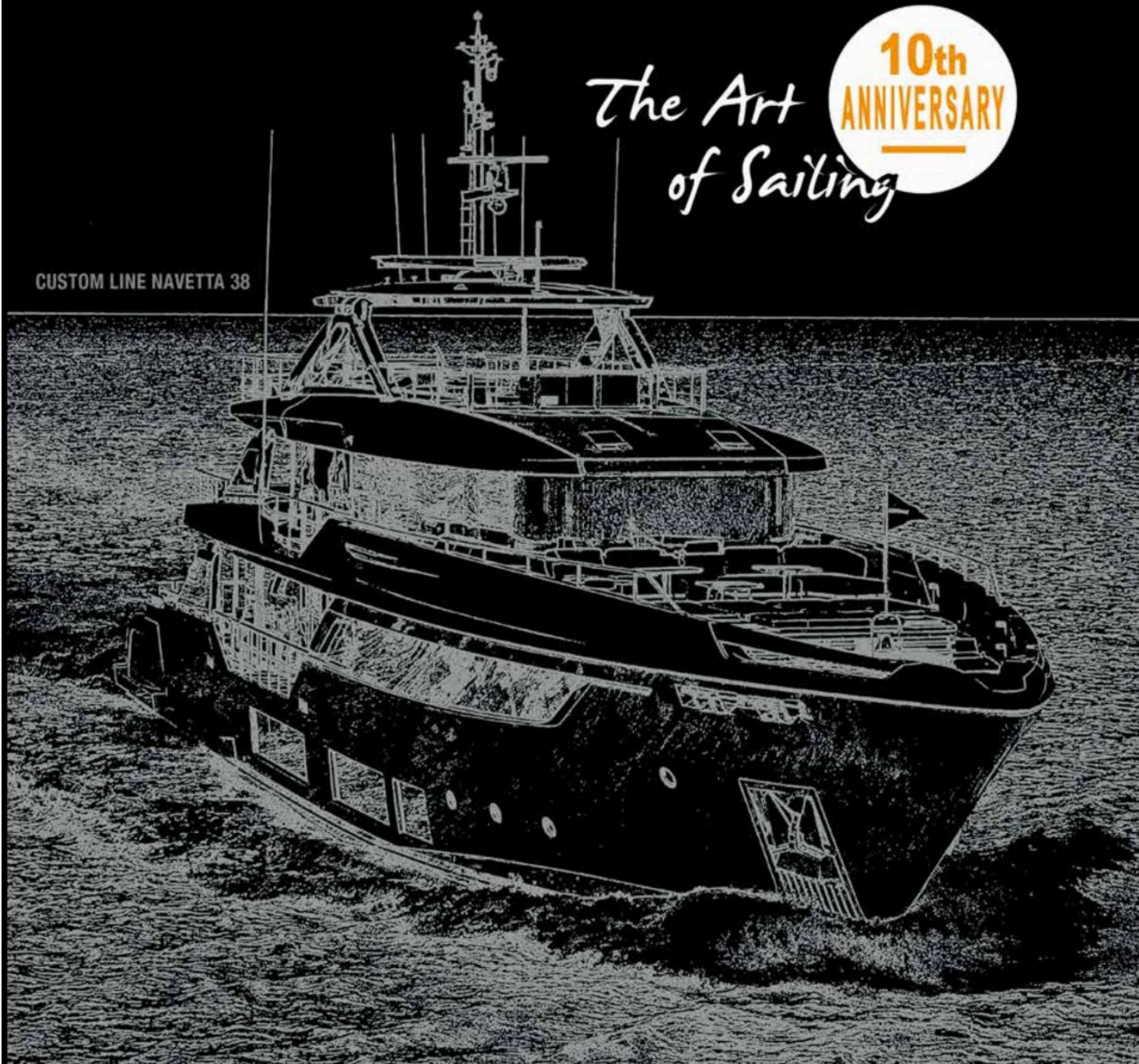


QUARTERLY - P.I. 31/10/2024 International € 15,00, CHF 15,10, UK £ 13,50
Poste Italiane S.p.a. Spedizione in Abbonamento Postale - 70% - L.O./M

*The Art
of Sailing*

**10th
ANNIVERSARY**

CUSTOM LINE NAVETTA 38



[FIVE QUESTIONS TO...]



MARCELLO VERONESI

CEO OF CANTIERE DEL PARDO
AND ADVISER TO ONIVERSE

by Paola Bertelli

1
2
3
4
5

A year ago Oniverse took a majority shareholding in Cantiere del Pardo. What does the Cantiere del Pardo and the luxury yacht world mean for the Oniverse group? They represent a profound passion and commitment to Italian excellence. This acquisition enables Oniverse to enhance its Made in Italy heritage, combining tradition and innovation. Yacht building provides an opportunity for us to diversify and further consolidate our international presence.

You have emphasized that your project with the Pardo Shipyard is a long-term initiative. Does taking on the role of CEO reinforce this premise?

Our aims include optimising time to market and improving the general organisation. We will invest in production, expanding the structures and building a new headquarters. We will commit to integrating skills from other sectors to augment our know-how and drive constant evolution. At the same time, we will increase investment in communications and develop new partnerships to consolidate our market position. The role of CEO will allow me to have a general overview of all departments, in order to better coordinate all the activities.

What can a group like Oniverse bring to Cantiere del Pardo?

Oniverse will bring a well-defined strategy for the launch of new models. We will widen the distribution networks with showrooms that offer clients an exciting all-round experience. We will focus on offering exclusive services and strengthen post-sales assistance networks, enabling us to provide constant high-quality support.

Pardo Yachts, Grand Soleil Yachts, VanDutch Yachts: what are the first projects to reflect your vision and alter the balance between the yard's sail and motor yacht offer?

Our next models will be increasingly user-friendly, with high standards of quality and design, maintaining the focus on innovation and excellence. Sail yachts remain a central element of our development plans. We'll broaden the range with models up to 80 feet in length and introduce the Grand Soleil Blue, a 30' zero-impact daysailer that's fully recyclable at end of life. We're going to launch the VanDutch 75 and revamp interior design and build quality throughout the entire range. For Pardo Yachts, this year we're launching two flagships, the Endurance 72 and Pardo GT75. We've worked hard in terms of partnership with collaborations like the one made with Mercedes for the Monaco Grand Prix and with Luna Rossa for the America's Cup in Barcelona.

How do you see sustainability in the context of the luxury yacht industry, and how is it influencing your actions? Sustainability is crucial in the industry and we're deeply committed to reducing the environmental impact of our operations and products. The entry of Oniverse will result in even higher, more measurable sustainability standards. In September 2023 we published a sustainability report for the first time, and of course we'll also publish one this year. As well as introducing yachts like the Grand Soleil Blue we're implementing renewable energy systems such as solar panels to improve the energy efficiency of our production units.