

Why Choose a Jeanneau?

In Appendix A—see some specific comparisons... Addendum B—discussion by Jeanneau.

1. **Value.** As the largest boat builder in the world, Jeanneau:

- Buys quality materials, in huge quantities for less. Harken winches, Yanmar engines, Frigaboard refrigeration, resin and fiberglass and even the ads running in various world wide periodicals.
- Because of the volume and knowing production runs will be huge—they spend an extraordinary amount of time and money with engineering and design. Getting it right, pays huge dividends.
- Our global market supports the volume, and averages out the currency differences. Our boats are surprisingly affordable, especially when you consider the quality, engineering and performance under sail and power.



2. **The cockpit comes first.** Jeanneau designers operate on the assumption that you will probably spend more time in the cockpit than anywhere else so it's large, easy to move around in and has all controls leading to it. Twin wheels let you sit up where you can see the waves coming at you, or sit on the low side in light air to better see the sail trim. Our innovative German mainsheet system (on most models) allows you to trim both the Genoa and mainsail from the helm system. (Note the Jib and main sheet exits under a coaming to the winch right at the helmsmans fingertips. No longer does he need someone else to go trim the main.

3. **Easy to handle.** Our sailing systems have always provided easy, cockpit control. You always have the choice of an easy to handle cruising rig, or more sophisticated, high performance rig. But now you also have the choice of a powered handling system that makes docking so easy a child can do it—our 360 degree docking system, and coming on our larger boats, a Hybrid power system that runs off a standard diesel engine, or an electric motor with lithium/ion batteries. Learn more: **360 degree system.**

http://www.bayacht.com/aaa/jeanneau/Jeanneau_360_Docking.pdf

4. **Sailing performance.** Our designers design a hull that really sails, not one that's square so lounge chairs and TV's can be incorporated. These look great at a boat show, but fat ends limit good sailing performance and a comfortable motion at sea. All Jeanneaus are designed with symmetrical hull lines when heeled so that they remain well behaved in the most adverse conditions. Try one—we have all available in our Try before you buy program.

5. **Innovation.** While other manufactures are waiting to see what happens, Jeanneau is moving forward with new engineering, and new models. Over \$20,000,000 was spent developing the 360 drive and Hybrid power systems alone. We have more new models, and more choices than virtually any other Manufacturer.

All of this adds up to better value, with a 2 year, bumper to bumper warranty and the best resale value in the industry. Our absolutely innovative 360 degree drive systems will become the must-have features for tomorrow. They're quieter, smoother, and offer one finger docking!

Bay Yacht Agency offers complete, customization services and a Best Price Best Service guarantee. We've commissioned over 800 boats in 30 years with our 5 star commissioning service.

<http://www.bayacht.com/service.htm>

Take a superior product, and add our 5 Star commissioning process and you have a sure winner.

<http://www.bayacht.com/aaa/Commissioning/5StarCommissioning.pdf>



Value / Superior engineering / Innovative ideas Make Jeanneau #1



http://www.bayacht.com/aaa/jeanneau/Jeanneau_360_Docking.pdf (Be sure to click on the video link) This system is available on all of the larger boats from 41' and up.

Center or aft cockpit? <http://www.bayacht.com/aaa/nl-artic/centercockpitdesign.htm>

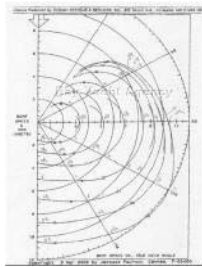
Choosing an offshore/liveaboard monohull: <http://www.bayacht.com/qualmono.htm>

Appendix A

It's almost unfortunate that Beneteau Group, didn't change their name!

The group represents a huge array of companies that include: (Yes) Beneteau, Jeanneau, Lagoon, CNB, 2 lines of powerboats, a line of roto-molded boats, a manufactured home division, a small car company and banking and financial interests.

All are successful, and the group is in the enviable position of being able to purchase supplies, equipment and even advertising at a greatly reduced cost—and pass on the savings. Each product is individual, has its own management team, philosophy, engineers and designers.



So, comparing Jeanneau to Beneteau:

1. Overall Philosophy is that Beneteau makes a high performance line of boats, with less room and comfort, and, secondly, a big volume, cruising boat line. (We call them “square” boats. Lots of room in the ends). These cruising boats look very accommodating at the boat show but have less than great sailing characteristics. They tend to appeal to entry level buyers, similar to Hunter and Catalina.
2. Jeanneau's approach is to design one great performing hull for each model, that can then have a deeper keel and more sophisticated rig for club racing, or an easier to handle rig and shoal draft for cruising. You get great performance and handling with any combination of optional rig, but there is a little less room inside. You pay your money, and you make your choice. Sports car or minivan?
3. Then there are a number of differences in engineering approaches:
 - a. Primarily is the grid system. Many companies, today, use a grid to add structural rigidity to the interior. Most, including Beneteau, have a relatively simple liner, that they simply glue into the interior. It helps give a smooth interior and forms a part of the furniture.
 - b. Jeanneau's structural grid is highly engineered, and perimeter bonded in. All the way around, and the bottom panels are cut out, and the grid structurally glassed to the hull. If you go to the factory, where often there are Jeanneaus and Beneteaus being built side by side—you will see this immediately. As we saw on our recent trip to Marion (The U.S. factory) When making the grid mold initially, it is lowered into the mold slowly with clay spacers. It is then removed and the high spots noted and ground down until eventually the grid fits better than a hand in a glove. Again, it is ultimately glued in, but also

perimeter bonded. Jeanneau CATIA® design software insures the finest engineering with the closest tolerances possible in every stage of development.

- c. Lots of little things go into a Jeanneau also. The rudder post is supported not with just gussets, but with entire bulkhead and box sections which provide tremendous strength. Likewise the back end of the keel area is heavily and structurally reinforced, but the grid is open here so that should the boat ground, and do damage to the hull at the back of the keel (Because the keel on grounding has the majority of the impact concentrated at its aft junction with the hull) This area can be easily accessed and an emergency, or permanent repair effectively accomplished.
- d. Most modern boats incorporate a way to glue the hull and deck together. When done properly, this is far superior to a nut and bolt system with calking that eventually leaks. Some use a vertical overlap (the least strong method), while Jeanneau uses a large flange that the deck sits on. However, unlike Beneteau, there is a ridge on the outer edge of the deck which effectively spaces the deck enough above the hull that there is more room for a thorough saturation with the bonding agent. The bonding agent used, has far more strength and sheer resistance than what is used by Beneteau, and it's not squeezed out (because of the built in spacer) as it is in other methods when the parts are clamped together.
- e. Concerning the woods chosen. Jeanneau uses the new Alpi manufactured wood product to replace the non-renewable resource of teak veneered plywood. While this product is more expensive, it is far more dimensionally stable and a renewable resource. Ferretti power boats, and other high end boat builders, as well as commercial architects worldwide, use this product to achieve superior results.

Digitally controlled, 3-axel robots allow for precise, simultaneous cutting of multiple wood panels. Over 10,000 wooden pieces are produced each day by these machines. Material production by direct logistics flow allows for maximum flexibility. Jeanneau has forged its reputation, in part, on the quality and demonstrated skill of its woodwork. In particular, the



shipyards have always given special attention to the selection of different types of wood, most notably teak, which lends a warm and inviting quality to the interiors of its sailboats and motor yachts. Teak is becoming an increasingly rare and endangered natural resource, however. It is also increasingly difficult to find teak with a pleasingly homogenous hue and grain, a development that complicates the process of carving wood panels and increases the amount of scrap. Concerned about this issue, in recent years, Jeanneau has turned to research to find alternative solutions. This led to a new partnership with the Italian company, Alpi, a specialist in woodcutting. As a result, a new procedure was developed for the creation of fine wood laminate panels to replace teak on flat surfaces.



f. The Prisma process of closed molds for various components, including the deck: Having mastered our patented Prisma Process® technology nearly 5 years ago, Jeanneau now applies the process across product lines. All new sailboats benefit from injection-moulded hulls. Due to their closed moulds, the hulls created using this process allow for a significant reduction of V.O.C. (volatile organic compounds) emissions into the atmosphere. This results in lighter, stronger individual components, lowering the center of gravity, and increasing the load carrying capability of the vessel. Other domestic builders simply don't



build enough units to justify this increased expense, but over a certain volume threshold, the benefits become evident.

4. Warranty. Finally, as they say, the proof is in the pudding. With superior engineering, and a state of the art building process, Jeanneau expresses its confidence in the process by offering a bumper to bumper 2 year warranty on the entire vessel, and a 5 year Osmosis warranty on the hull. That's putting your money where your mouth is!

Why a Jeanneau? Performance. Exceptional engineering. Repeatable quality with high tech constructions methods. Outstanding pricing due to a large volume of product produced and the products acceptance and popularity world wide.

Link to a factory tour (One of our clients on a Jeanneau 57)

<http://www.sv-zanshin.com/miscellaneous/jeanneaufactorytour.php>

A Jeanneau discussion: <http://www.jeanneau.com/tout-sur-la-marque.html>



Addendum B. Jeanneau technology

In pursuit of excellence – A discussion by Jeanneau

With its special blend of uncommon savoir-faire and investment in the latest technologies, Jeanneau had cemented its place among the top European boat manufacturers.

Computer-aided design Jeanneau anticipated market demands by continually pursuing new ideas using the most advanced drafting tool on the global market: CATIA computer-aided design software. CATIA 3-D design software allows for the integrated development of the many parts that make up a boat, from the concept phase to production and marketing to spare parts. CATIA also allows members of the Jeanneau Design Department to share their knowledge and better apply their individual skills at each step of the process, from design to production. Jeanneau is truly at the forefront of technology with this software, which improves the quality of designs and reduces necessary production time before launching new boats on the market.

Computer-aided laboratory and factory work Model construction is carried out by a 5-axel robot that is capable of producing complex prototype parts, without constraints of size or shape. A leader in the use of composite materials in construction, Jeanneau has mastered the various techniques of simultaneous spray and injection moulding. Jeanneau's expertise in composite materials encompasses the combination of even the most complex techniques to obtain optimal results. Advanced techniques and rigorous application of fibreglass coats allow Jeanneau to create a mould with precise dimensions. Jeanneau has a considerable competitive advantage over other manufacturers and guarantees its customers incomparable quality.

The robotic woodworker Woodwork is the soul of our boats ...and the heart of our trade.

Digitally controlled, 3-axel robots allow for precise, simultaneous cutting of multiple wood panels. Over 10,000 wooden pieces are produced each day by these machines. Material production by direct logistics flow allows for maximum flexibility. Jeanneau has forged its reputation, in part, on the quality and demonstrated skill of its woodwork. In particular, the shipyards have always given special attention to the selection of different types of wood, most notably teak, which lends a warm and inviting quality to the interiors of its sailboats and motor yachts. Teak is becoming an increasingly rare and endangered natural resource, however. It is also increasingly difficult to find teak with a pleasingly homogenous hue and grain, a development that complicates the process of carving wood panels and increases the amount of scrap. Concerned about this issue, in recent years, Jeanneau has turned to research to find alternative solutions. This led to a new partnership with the Italian company, Alpi, a specialist in woodcutting. As a result, a new procedure was developed for the creation of fine wood laminate panels to replace teak on flat surfaces.

The result of an exclusive procedure that involves staining, slicing and assembling alternative exotic woods, Fine Teak® also boasts excellent technical qualities. It benefits from an extraordinarily warm, uniform hue and features the same characteristic wood grain of classic teak. In this initiative, Jeanneau is contributing toward sustainable development and fair trade. We are utilizing a blend of time-honoured skill in the field of woodworking and new technological advantages to advance, while carefully preserving the warm look and feel of the boats' interior woodwork on which Jeanneau's reputation was built.

Computer-aided manufacturing

Jeanneau's decks are now entirely produced in our assembly lines by digitally controlled cutting and drilling machines.

This machinery takes the place of hours of backbreaking work by our employees, and it guarantees improved security and quality of our products. Jeanneau continually reinvests in its future to advance production techniques, to stay competitive, and to offer ever more innovative, high-performance boats for our customers.

Who, other than a sailor, could respect nature more?

For those of us who sail the open waters, whether along the coasts or on more protected waters, this is the only argument we need: we must protect our fragile marine environment for continued sailing pleasure and the enjoyment of future generations. We, at the Jeanneau factory and shipyards, share your values and have long engaged in a voluntary initiative to protect the environment. The Prisma Process, developed by Jeanneau, is a unique construction method for industrial composite pieces.

This new injection-moulding procedure offers many unique advantages.

1 Improved Safety for Humans and the Environment

- Automated processes protect the operator from inhaling noxious fumes.
- One-fourth reduction of volatile organic compound emissions (VOC) better protects the environment.

2 Guarantees of Greater Security and Reliability

- Mechanical resistance is improved.
- The pieces are lighter, stronger and more rigid.
- A more uniform construction improves overall quality.

3 Enhanced Aesthetic Value

- The finish is a superior quality.
- Inside and out, the result is smoother, cleaner and more attractive. Jeanneau loves the sea and respects nature
- For well over a year, the entire Jeanneau fleet, including sailboats and powerboats, has been equipped with engines that meet the toughest gas and noise level emissions standards, standards that are now obligatory in 2006 – or in some countries, will be in 2007.
- Having mastered our patented Prisma Process® technology nearly 5 years ago, Jeanneau now applies the process across product lines. All new sailboats benefit from injection-moulded hulls. Due to their closed moulds, the hulls created using this process allow for a significant reduction of V.O.C. (volatile organic compounds) emissions into the atmosphere.
- The development of “Fine Teak®” for the interior woodwork on sailboats demonstrates good stewardship of rare and endangered natural resources by substituting a wood with identical aesthetic and technical properties, thereby also conserving the warmth and soul of a boat’s interior.
- Today, the Jeanneau factory and yards anticipate the recommendations of the Federation of Marine Industries, and Jeanneau has ensured that the largest possible number of production models would be eligible for the “Bateau Bleu” environmental label. Of course, all new models have been conceptualised with this in mind.
- Jeanneau is proud to announce that we have been ISO 14001 certified since 2004. Responsible management of energy, recyclable materials and emissions of V.O.C., among others, are all outlined in a multi-year investment plan that involves the ensemble of Jeanneau factories and shipyards in limiting the

potential environmental effects of production.

- Now a standard on all boats over 9 metres in length, the heads are equipped with waste holding tanks to ensure protection of delicate marine ecosystems. With this initiative, Jeanneau anticipates the inevitable adoption of stricter environmental protection laws in the coming years. Jeanneau's programme for environmental safety and protection is exceptional in the marine industry, and very rare is the competitor who undertakes similar initiatives.

This programme complements our quality initiative, which we began implementing with our certification ISO 9001, maintained since 1995.