

FPT AND ITALYURE: POWER AND DESIGN AT THE SERVICE OF NAUTICAL EXCELLENCE

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FPT, Iveco Group's brand dedicated to the design, production and sale of propulsion systems and solutions for on-road and off-road, marine, and power generation applications, is bolstering its **collaboration with Italyure Yachts**, the young, dynamic, and highly successful shipyard based in Torre Annunziata (Campania, Italy) to which the **Brand supplies the engines for its yachts through AS Labruna**, one of the main brand marine engine distributors for Southern Italy. Since 2021, **26 FPT-powered Italyure Yachts boats** have been produced so far, **corresponding to 52 engines**.

In the recreational segment, FPT is experiencing **exponential growth in interest and customers**, thanks to the particular characteristics of its marine engines: **reliability, efficiency, torque density, and high power-to-weight ratio**.

The Brand has been operating in the **marine propulsion market since 1965**, offering a full range of **class-leading engines with displacements from 3 to 15.9 liters, and power outputs ranging from 85 to 1000 hp**, while the specific yacht lineup ranges from 230 to 1000 hp. Every day in Italy, two new boats powered by FPT marine engines are launched. The presence of over 200 service points in the Mediterranean area is a strong guarantee of prompt response in the event of issues, ensuring **continuous support**.



Founded in 2020, **Italyure Yachts** has established itself in the luxury walk-around yacht manufacturing and sales sector in just a few years. Its modern production facility, located within the “Condominio Marina di Torre Annunziata” shipbuilding complex, spans 126,000 square meters, 30,000 of which are covered, and features an internal private technical dock of 10,000 square meters, equipped for hauling and launching operations of boats up to 200 tons. Here, **Italyure Yachts manages all production phases in-house, from design to final outfitting.**



These Italian-made yachts, born from the **perfect combination of artisanal know-how, engineering vision, technical innovation, and contemporary design**, have become the preferred choice of charter companies taking tourists to admire the Gulf of Naples and the Amalfi Coast. For this specific mission that **includes long journeys, requiring smooth and safe navigation, even in the most demanding conditions**, and up to **1,500 hours of use between April and October**, Italyure Yachts opted for two **FPT N60 engines** representing the **most competitive, durable, reliable, and suitable solutions for charter yachts**, and the ideal configurations for this type of vessel. [Watch the video](#) to experience the standout moments of Italyure navigation, powered by FPT.

On June the 8th, FPT and AS Labruna were among the selected guest of “**Italyure day**”, an event that took place at Praiano a Mare (Italy) and involved charter companies, as well as

customers and potential customers of Italyure. Representatives of Italyure, FPT and AS Labruna gave speeches, emphasizing the importance of their partnership in the recreational and charter sectors.



*"We are a valid and well-established choice for recreational applications," commented **Alessandro Mor, FPT Marine Portfolio & Product Manager**. "Our business model is based on dedicated distributors, a qualified and efficient sales network, which provides guidance at every step, and comprehensive support at all stages, from purchase and installation, through maintenance and aftersales support, right up to the product's end-of-life. This approach makes FPT a solid and proactive partner for top recreational and charter yachts shipbuilders, such as Italyure Yachts."*

*"Our goal is to create vessels that are not merely means of transportation, but true expressions of art and engineering," added **Raffaele Vitiello, CEO of Italyure Yachts**. "And to offer a range of outstanding walk-around yachts, distinguished by a variety of interior layouts and propulsion solutions, capable of combining high performance with uncompromising comfort. That's why FPT marine engines are our first choice."*

*"For this type of customer, the human relationship is crucial," stated **Massimo Labruna, CEO of AS Labruna**. "And we are proud to support Italyure Yachts and its customers in the creation of yachts capable of maintaining top performance over time, ensuring maximum cruising efficiency"*

FPT is a brand of Iveco Group N.V. (EXM: IVG), dedicated to the design, production, and sale of powertrains and solutions for on- and off-road vehicles, as well as marine and power generation applications. Over 8,000 people across ten production sites and ten R&D centers work for FPT all around the world. Active in nearly 100 different countries, its global sales and its Customer Service department supports all Brand customers. The extensive product offering includes six engine ranges with power outputs from 30 hp to over 1,000 hp, transmissions with torque up to 500 Nm, and front and rear axles from 2.45 to 32 tonne GAW (Gross Axle Weight). FPT offers the most complete line-up of natural gas engines for industrial applications on the market, with power outputs ranging from 50 to 520 hp. A dedicated ePowertrain division is accelerating the path towards net zero-emissions mobility, with electric drivelines, battery packs, and battery management systems. This extensive offering, and its strong focus on R&D, makes FPT a world leader in industrial powertrains and solutions. For more information, visit www.fptindustrial.com.

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