



NEW ERA FOR PRODUCT DEVELOPMENT AT BELLA-VENEET

In addition to the customary industrialised boat production, Bella-Veneet Oy now has its own design, styling and product development departments, a prototype factory, and a model manufacturing plant - activities in common with those of major players in the field. This powerful and dedicated concentration on product development and model production over recent years has brought results. A design office established in Kuopio, and a joint-venture, model-manufacturing enterprise, Oy Scan Mould Ab based in Ostrobothnia, have now been operating at full capacity for a year. Additionally, the recently completed Kuopio-based prototype factory has been operating at full capacity for some six months.

The result of this chain of integrated manufacturing processes can now be seen at the 2007 Helsinki Boat Show (Vene 07 Båt). On show at Bella's 1200 m² stand is a comprehensive product line comprising 35 models from the Bella, Flipper and Aquador ranges.

Four entirely new models are on display: the Aquador 28 DC, Aquador 28 HT, Flipper 705 DC and Bella 570 DC. Three modified models are also on show: the Falcon 26 Fantino, Bella 621 DC and Flipper 520 HT.

New factory begins operations at Siikaniemi in Kuopio

At the turn of January/February 2007 a new factory commenced operations at Siikaniemi in Kuopio. The factory, comprising some 3000 square meters of production space, was swiftly completed to replace the Leväsentie plant which was destroyed by fire last August. The popular Falcon 26 Fantino will be manufactured in the new facility.

Planning and design work for the Siikaniemi Marine Park continues, spearheaded by Bella-Veneet's next factory project and including projects for Bella's sub-contracting enterprises who are coming to the area.

In addition to the production line inaugurated at the Aquador boat assembly plant in Pietarsaari at the beginning of 2006, another production hall was opened last autumn to facilitate the extra capacity needed to meet the increasing demand for larger Aquador models.

Honour for the Finnish marine industry

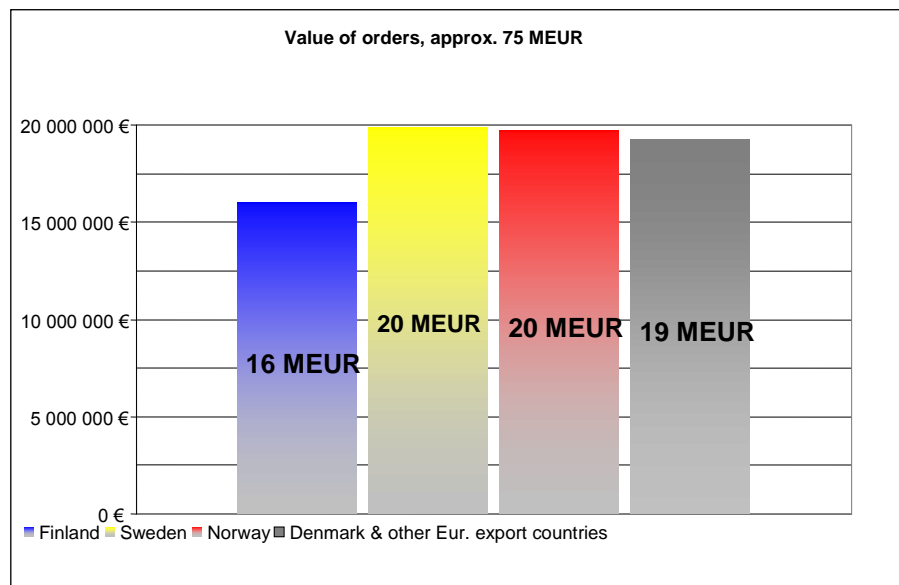
In the spring of 2007, managing director Raimo Sonninen will travel to Monte Carlo to take part in the World Entrepreneur of the Year competition. Some 40 countries will participate in the competition which has been organised by Ernst & Young. Winning Finland's national competition and thereby gaining access to the highly respected international final is a significant recognition not just for Bella-Veneet Oy, but for the Finnish marine industry as a whole. Last November, Bella-Veneet Oy was chosen in the Finnish national competition as the best growth enterprise.



A strong order portfolio generates growth on export markets

Bella-Veneet Oy had succeeded well on international markets. Currently, its export share of total production is some 78%. The most important market area is northern Europe, though the growth in exports has been powerful on all of the company's most important markets. Bella-Veneet Oy has more than 100 dealerships in 23 countries.

A strong order portfolio greatly enables more precise production planning. The stock of orders for the 2006/2007 production period is as follows:



"Customers are still interested in larger boats. The average size has increased uniformly, a trend that is evident also in the order portfolio for 2007," says Managing Director Raimo Sonninen.

Growth secured by partnership with international boat giant

At the beginning of 2003, Mercury Marine, the world's largest international boat concern, and a division of the US-based Brunswick Corporation, acquired just over a third of Bella-Veneet Oy's share capital.

For Bella-Veneet Oy, this international partnership has opened up new retail sales channels, offered greater potential for co-operation in product development, and provided opportunities for acquiring more cost effective raw materials on international markets. Co-operation with Brunswick/Mercury Marine makes it possible to manufacture higher quality boats at more favourable prices.



Three popular brands – Bella, Flipper and Aquador

Bella is the company's most popular brand. Its manufacture began in 1970. The Bella range comprises 20 models in the size range 4,9 - 8,5 meters. Bella is Finland's most sold fibreglass motorboat and one of the most sold of its kind in the Nordic countries.

Flipper boats have been manufactured since 1966 and are well-known for their sportiness, Scandinavian design and high quality. The Flipper is characterised by its deep V-hull. In celebration of last year's 40th anniversary, the product line's world of colour has been further enhanced with the addition of a stylish grey. The range comprises 10 boats in the size range 5,15 - 7,05 meters.

Aquador is Scandinavia's fastest growing boat brand. The manufacture of Aquador boats was transferred to Bella-Veneet Oy in the year 2000. High quality, practical layouts and high standard interior materials are the cornerstone of this range and the basis for a growing popularity among boaters who are very much in tune with the times.

All Bella-Veneet Oy's product groups are manufactured to comply with the stringent safety norms that prevail in the Nordic countries. The key words in the manufacture of the company's boats are in safety, top quality and modern Scandinavian design.

For further information, please contact:

Managing Director Raimo Sonninen, Bella-Veneet Oy
Kuopio
Tel: +358 (0)17 288 3800, +358 (0)400 672 414



www.bellaboats.fi



www.flipperboats.fi



www.aquadorboats.fi



Bella-Veneet Oy - facts

Bella-Veneet Oy is Finland and Scandinavia's leading fibreglass motorboat manufacturer in the over 5,5 meter size class. The company's brand products comprise Bella, Flipper and Aquador. The boats are manufactured in Finland at six factories, of which three are in Kuopio, one in Kokkola, one in Pietarsaari and one in Luoto - and by various subcontractors.

During the financial period 1.7.2005-30.6.2006 close to 2 200 boats were sold in 23 different countries. Compared with the previous financial year, Bella-Veneet Oy's turnover was increased by 38 % to reach EUR 60,2 million.

The company is one of the most significant employees in its economic area with over 320 workers.

- The leading fibreglass motorboat manufacturer in the 5,5 meter plus size class in Finland and in the Nordic countries
- In operation since 1970
- The company's brand products comprise Bella, Flipper, Aquador
- Turnover for last financial period EUR 60 m (up 38%)
- Export share of production around 78%
- More than 100 authorised dealers in 23 countries
- International boat concern, Brunswick Corporation, owns a 36% share of Bella-Veneet Oy
- The target is to be Scandinavia's leading boat manufacturer
- Powerful investment in product development and design: own design studio, own mould- and model manufacturing plant



NEW MODELS INTRODUCED AT THE VENE 07 BÅT SHOW

AQUADOR 28 DC The largest and most distinguished daycruiser in the range, the Aquador 28 DC is recognised for its well-considered structural solutions and finely-honed details, all embraced in a spacious, functional totality. The exceptional hull and walk-around deck make for safe boating in demanding offshore conditions and convenience in the harbour. The boat's well-appointed interior can accommodate six persons comfortably for both cruising and overnighting. The roomy forecabin and cabin amidships feature full-size berths.

AQUADOR 28 HT Thanks to its stable hull and safety features, the spacious multi-purpose Aquador 28 HT is excellent for a wide range of activities including cruising. Its modern, walk-around deck structure makes for secure movement throughout. There are full-size sleeping berths in the roomy forecabin and cabin amidships.

Length: 8,80 m * Width: 3,10 m * Weight: 4 000 kg * Sleeping berths: 4+2 * Maximum number of persons: 7 * Fuel tank 350 l * Engine: Diesel 285-350 hp

FLIPPER 705 DC New for 2007, the Flipper 705 DC is a modern, streamlined daycruiser with a hull and functional layout based on the successful Flipper 705 HT which was introduced last season. The boat has been highly acclaimed by owners and Scandinavia's most notable boat magazines for its drive characteristics and overall design solutions. The Flipper 705 DC provides greater freedom without compromising on the equipment required of a quality daycruiser.

Length: 7,09 m * Width: 2,43 m * Weight: 1 750 kg + engine * Sleeping berths: 4 * Maximum number of persons: 6 * Fuel tank: 195 l * Engine: Diesel 160-260 hp

BELLA 570 DC This new daycruiser combines an innovative deck structure and a new design whereby the engine well is directly integrated with deck structure. High functionality and easy movement throughout the boat is facilitated by a walk-through windshield and a wide cockpit. Thanks to an in-built float capacity, this boat is unsinkable.

Length: 5,70 m * Width: 2,38 m * Weight: 1 000 kg + engine * Sleeping berths: 2 * Maximum number of persons: 6 * Fuel tank: 130 l * Engine: 120-220 hp

MODIFIED MODELS

Enormously popular over the years, modified versions of the Falcon 26 Fantino, Bella 620 DC and Flipper 515 HT models are also on display, the latter two of which have been redesignated the Bella 621 DC and the Flipper 520 HT. There have been no changes to the hulls. Modifications mainly comprise more space in the cockpits for new bench and side solutions.