



## The Groupe Beneteau confirms the sale of its Housing business to Trigano

Saint-Gilles-Croix-de-Vie, Tuesday, December 3, 2024

Groupe Beneteau had confirmed that it had received the approval of the French Competition Authority at the end of October 2024 for the sale of its subsidiary BIO HABITAT, including the O'HARA, IRM and COCO SWEET brands, as well as all its employees in France and Italy. In accordance with the announced schedule, the operation closed on **30 November**.

*"I would like to pay tribute once again to the work accomplished by the teams of the Habitat division since its creation in 1994. A French family-owned group, with its experience in vehicles and leisure equipment, Trigano is the ideal partner to enable the O'HARA, IRM and COCO SWEET brands to accelerate their development on European markets. - Bruno Thivoyon, Chief Executive Officer of Groupe Beneteau*

### ABOUT GROUPE BENETEAU

Founded 140 years ago in Vendee by Benjamin Beneteau, Groupe Beneteau is nowadays bolstered by an international presence of 23 production sites and a global sales network.

Groupe Beneteau posted €1.785 billion turnover in 2023 and has a workforce of nearly eight thousand employees, mainly in France, United States, Poland, Italy, Portugal and Tunisia.

A world leader, Groupe Beneteau's nine brands in its Boat Division offer more than 135 models of pleasure craft to meet the diverse needs and sailing projects of its customers, whether sailing or motoring, monohull or catamaran.

Through its Boating Solutions Division, the Group is also involved in services covering daily or weekly boat hire, marinas, the digital sector and financing.

Its Habitat Division is a major European player in outdoor accommodation. Its three brands offer a wide range of mobile homes. It has nine hundred employees split between six production sites in France and one in Italy.

## **ABOUT HOUSING DIVISION**

Founded in 2007, BIO HABITAT is a leader in the design and manufacturing of mobile homes for the European rental and residential markets. For nearly 30 years, its 900 employees in France and Italy have been building mobile homes with a commitment to environmental responsibility, an approach embedded in the company's overall policy.

Its three brands-IRM, O'Hara, and Coco Sweet-offer a wide range of mobile residences to meet all needs and provide a new way to experience camping. In 2023, the Habitat division generated a turnover of €320 million, representing 18% of the Groupe Beneteau 's revenue.

### MEDIAS CONTACT

Barbara BIDAN  
Corporate Communication Director  
b.bidan@beneteau-group.com  
Tel +33 / (0)6 02 17 13 14