



Press Release

WIND FROM THE LAND AND WIND FROM THE SEA

SCIALLINO & BORILE: YOU BUY THE BOAT? AND I'LL GIVE YOU THE BIKE! *A Borile Multiuso for those who buy a new 'Sciallino', starting with the S23*

Milan, Italy, 24th September 2013. Sciallino and Borile, both headed by the Bassi family, kick off with some co-



branding; from today, those who buy a Sciallino yacht (choice of models: **Sciallino S23 ventitré, S25 venticinque, S25 venticinque Sport, S30 trenta, S34 trentaquattro, S34 trentaquattro Fisherman, and the Gemy**) in versions: **Family, Classic and Elegance**, will also take home -by boat- an exclusive Borile Multiuso. Parallel roads, ocean & land, both leading to a full appreciation of the excitement and excellence of these exclusive Italian brands.



With Sciallino and Borile the dream comes true: you arrive in port with your Sciallino and then explore the city and it's surroundings from the saddle of the lightweight and versatile Multiuso, created by Borile.

Carlo Bassi, Milanese entrepreneur-manager, and shareholder of Sciallino & Borile, said: *"The fans of our boats are frequently also great admirers of Borile motorcycles and this makes us realize that our audience appreciates the genius and planning that is so typical of our country. With this new operation we want to strengthen the union of our brands; distinctive signs of the excellence of Made in Italy, solidity and creativity"*.

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Sciallino. In 1961 Mario Sciallino founded our historic shipyard, in the picturesque Italian Riviera town of Ceriale. Here, a handful of expert Italian carpenters and other skilled craftsmen, created wooden 'Gozzetti' respecting the wise old traditions of the local Ligurian fishing boats. His irrepressible imagination, his technical expertise and determination led him soon to expand in to a diverse range of boats for recreational and professional activities. At the end of 2011, Sciallino changed its corporate structure with the entry of Milanese entrepreneur Carlo Bassi, driving the Shipyard ever forward, alongside the current generation of the Sciallino family.

Borile Motorcycles. Borile was founded by Umberto Borile, in a small artisan workshop within the town of Vo' Euganeo, back in 1988. The bikes created there were shaped by the winding country roads, which navigate the rolling hills of Italy's Veneto countryside. But they were also born from the great passion of Umberto Borile. Since 2010, the creative genius of Umberto has been enhanced by the management skills of the Milanese Bassi family. The new incarnation of Umberto Borile & Co s.r.l. features Umberto Borile as Company President and Alberto Bassi as its CEO. In 2011, following the successful reception of the B500 Ricki, the Bastard and B450 Scrambler at Milan's EICMA show, a new sales network was created. This has provided Borile customers with dealerships for sales, service and assistance throughout Italy. Also in 2011 an important agreement was signed with Ducati, for the supply of barrels, cylinder heads and valve gear, from their 696 and 1100 air-cooled 'desmodue' engines. Then 2012 saw the beginning of Borile brand marketing and larger scale production of the new Multiuso model; a lightweight, versatile bike, perfect for everything from city riding to weekend adventures. In 2013, in addition to further Italian expansion, the challenge for Italy's best kept biking secret -is International growth.

The holding company is part owner in **BacktoWork24**, a company founded by Carlo Bassi and now acquired by Gruppo 24 Ore, whose mission is to assist managers, executives and professionals willing to invest their capital and expertise to become shareholders and partners in small businesses seeking qualified skills which are useful to confront the current market, and solutions for access to the financial resources needed to support their development. Gruppo 24 Ore has acquired the portal www.backtowork.it, with the intention of making a strategic project, dedicated exclusively to helping businesses and mature workers mired in crisis.

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