



KINDLY TELL US A LITTLE ABOUT RIVA YACHTS. WHERE DO YOU THINK RIVA'S APPEAL LIES FOR INDIAN SAILING ENTHUSIASTS?

In my opinion the appeal of Riva for Indian sailors is immense. Personally, I feel you need to build the market step by step.

Normally, when we enter new markets we start with Ferretti, because Ferretti is the easiest boat to be understood with its simple design and great price-performance equation. Riva has all these things and it also has a special glamour. People who prefer Riva are not just people who love boats but also who love being distinguished and are able to pay 15-20 percent extra to be different. For Riva you pay something more to have the same kind of boat but with a special kind of leather, stainless steel, wood, a certain kind of precision in construction and so on. We are sure Riva will be the next big brand here in India for this very reason.

CAN YOU ELABORATE ON RIVA YACHTS AND ITS SPECIFICATIONS? HOW MANY HAVE YOU ALREADY SOLD IN INDIA?

From the smallest Ferretti, which is a Ferretti 46 scooter to a custom line 112, price range goes from 800,000 Euros to 12 Million Euros. However, since we have just launched Riva in India, we cannot reveal the figures as yet.

WHICH PARTS OF INDIA ARE YOU LOOKING AT FROM THE MARKETING AND SALES POINT OF VIEW?

Many areas on the coast like Goa, all of the Indian Ocean, and Maldives. The only thing is there are not many structures and hardly any marinas. So the problem of the size of the market, and its expansion is connected to the infrastructure. This is really important because we can build our customer base but the country has to develop these things. This will happen gradually because the government will understand that yachting gives people work, and tourists and residents enjoy boating also as a leisure activity. Geographically, we are looking at South India also, where we can see some possibilities.

NO TWO YACHTS OF THE FERRETTI GROUP ARE SIMILAR. KINDLY ELABORATE WHAT MAKES EACH FERRETTI SO DYNAMIC?

The winning point is the fact that we have the most important yachting brands in the world under one group. Riva is most famous brand in yachting worldwide, while Bertram is the most famous fishing brand in yachting. Every brand is identified by its individual product.

A Riva is not just a stylish Ferretti - it's a Riva. A Pershing is not just a sporty Ferretti- it's a Pershing. Our yachts are for people who like special things.

WHAT IS FERRETTI GROUP'S VISION FOR THE FUTURE?

We have tried to define the vision of the Ferretti group in three words -Passion, innovation and excellence.




WHICH IS YOUR FAVOURITE SAILING DESTINATION?

The good thing is that I am born in the Mediterranean. Thus, the south Sicilian area, south of Italy is where I prefer to go for sailing.

IS THERE ANY INTERESTING SAILING EXPERIENCES YOU WOULD LIKE TO SHARE?

The one you always remember is the last one—my last sailing experience was very exciting. We were testing a boat in Italy that was going for a regatta and the boat belong to a friend of mine. He told me to ride the boat. The conditions were good—the wind was strong and the speed of the boat was 15 knots. It was really fast and I really enjoyed it.

APART FROM YACHTING, WHICH ACTIVITIES DO YOU ENJOY?

When I am on my own, I like to stay with my family because usually I don't get that much free time. We go around on the sea. We have a nice house in Tuscany area where I like to spend time, read and stay with friends.   

Mr. Salvatore Basile suddenly passed away on 27 March 2011 at the age of 58, after suffering from a heart attack. This was his last interview. Our sincere condolences to his family, friends and close associates.