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# Ferretti Group Gives American Yacht Buyers What They Want In Florida



**Bill Springer** Contributor ⓘ

Boats & Planes



The new Pershing 8X to make its American debut FERRETTI GROUP



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Whether it's cars, clothes, yachts or art, America's love affair with Italian style is well documented. And after speaking with Stefano De Vivo, the Chief Commercial Officer of the Ferretti Group at the recent [Miami Yacht Show](#), it's clear that the [Group's](#) powerhouse family of Italian yacht brands (ranging from the oh so romantic [Riva](#), to ultra luxurious [Pershing and others](#)) loves America right back.



Stefano De Vivo Chief Commercial Officer of the Ferretti Group FERRETTI GROUP

In fact, the new 66-foot-long Riva Ribelle made it's American Debut in Miami last week. And the high-tech carbon fiber Pershing 8X is set to debut at the upcoming Palm Beach Boat show.



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Riva 66-foot long Ribelle FERRETTI GROUP

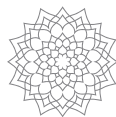
The new 66-foot flagship of the Riva line is the result of a collaboration between Officina Italiana Design, the atelier founded and headed by Mauro Micheli and Sergio Beretta, the Product Strategy Committee led by Mr. Piero Ferrari and the Ferretti Group Engineering Department. Needless to say, there is no shortage of “Italian Style” there.



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This Riva oozes Italian style FERRETTI GROUP



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Meanwhile, the hull's streamlined profile, and exclusive Blue Sapphire color, features large glass windows in the hull and on the superstructure. The cockpit features a stern-side sun pad protected by the fly bridge and a starboard dinette with a couch and mahogany table.



Riva 66 Ribelle's wide open interior FERRETTI GROUP

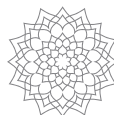


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The lounge's glass door with tilting window ensures a perfect continuity between the inner and outer spaces, creating a single seamless deck with no steps or obstacles. The space in the forward area has been exploited to its fullest potential, thanks to a huge sun pad with a built-in backrest that ensures maximum comfort.



On deck aboard the Pershing 8X FERRETTI GROUP



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On the other hand, the new 83-foot long Pershing 8X that's making its American debut in Palm Beach is made of carbon fiber to produce greater speed and lower fuel consumption, but also more volume due to the ability to design larger, more comfortable spaces.



The Pershing 8X interior is wrapped in glass. FERRETTI GROUP



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IT features a new system that integrates propulsion control with navigation, and monitoring systems. As a result, a keen owner can operate a Pershing, even at high speeds and without the support of the captain.

And according to De Vivo, that's only a taste of what the Ferretti Group has planned to unveil here in the states in the future. Stay tuned for much more information.

*Bill Springer is the Editor in Chief of [Ocean Home magazine](#) where he covers ultra-exclusive real estate, superyachts, and luxury travel. Follow him on [Instagram](#), [Twitter](#) or [LinkedIn](#).*



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