



Ferretti Group America Selects The Boat Village to Use Across All Brands

*International Manufacturer Will Use Mobile Technology to Simplify Ownership —
From the Day an Owner takes Delivery of their Yacht*

Hobe Sound, Fla. – May 15, 2014 – Ferretti Group, the international builder that has crafted fine yachts for almost half a century under brands like Ferretti, Pershing, Mochi and Riva, has joined [My-Villages](#) regional and national rollout of its boat management tool to simplify ownership of new Ferretti Group vessels in the Americas.

Each new vessel will receive a digital profile that will be created with digitized equipment manuals of all onboard equipment, operating instructions, how-to videos and a customized maintenance schedule with automatic reminders.

Owners will be able to access all of this and more—including model-specific updates from the company, or information from a marina manager or other professional—from any computer, smartphone or tablet, anywhere in the world. [The Boat Village](#) also maintains records of the boat's service history, usage trends, trip logs and other useful information electronically so that they are readily available anytime, anywhere.

“Ferretti builds exquisite yachts and we are excited to be a part of that,” said Kevin Hutchinson, founder and CEO of My-Villages, which created The Boat Village. “Our goal is to provide a modern-day solution that helps owners care for these fine yachts in a way that is both elegant and simple to use, and The Boat Village does exactly that.”

“Throughout our history, Ferretti Group has been innovating and acquiring new capabilities,” said Dave Granstaff, Ferretti Group America After Sales Manager. “Our integration of The Boat Village into our processes continues that rich tradition. Our commitment to customers does not end with delivery, and the use of The Boat Village will help us provide extraordinary service even after a customer leaves our port.”

Ferretti joins a growing list of major marine firms that have signed on with My-Villages to promote online support and boat management, both regionally and nationally. They include boat builders like The Hinckley Company and Regal, as well as brokerages like Bradford Marine, and Galati Yacht Sales, dealers like FastBoats, marinas like Aqua Marine Partners and Old Port Cove and service yards like Whiticar Boat Works and Marine Professionals Incorporated (MPI), to name a few.



About My-Villages

My-Villages is a technology company dedicated to helping people better maintain and operate the things they own. The company improves communication and coordination between product owners, manufacturers and industry service professionals, using mobile technology to simplify life for consumers and help businesses engage customers more effectively. Learn more at www.my-villages.com.

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