



PEARL YACHTS APPOINTS BERTHON AS DEALERS FOR UK & FRANCE

Warwick, July 2018. Pearl Yachts is delighted to announce that it has joined forces with **Berthon**, appointing the company as its **dealer for the UK and France**. The collaboration demonstrates Pearl's commitment to its growing dealer network in line with a strengthening foothold in the 60 to 100 foot flybridge sector. Berthon will join Atlantic Yacht & Ship in the USA, Baxter Marine in Spain and Aquamarine Ltd in Turkey to offer clients the Pearl range on both sides of the Atlantic. The dealerships will focus on bringing the new generation of Pearl yachts to their clients as well as pre-owned Pearls.

Berthon is a family business and has been trading continuously since 1877 employing 150 people with its HQ in Lymington UK where they operate a deep water marina for yachts up to 40m, a boatyard where all skills are in-house (including 30 apprentices) servicing, repairing, maintaining, refitting and building leisure & commercial craft; finally, their large international yacht sales & brokerage division has strategically placed additional offices in La Napoule, France & in Newport, Rhode Island, USA with a total worldwide team of 18 yacht sales & support staff.

Pearl Yachts Managing Director **Iain Smallridge** said, "We have spent the last two years focusing a huge effort on our new generation fleet and are delighted to have Berthon on side to represent us and our glorious achievements. Berthon matches Pearl's values of offering world class yachts with outstanding service, and value for money. We feel strongly that our clients will be in safe hands with Berthon."

Berthon's Pearl Brand Manager **Ben Toogood** adds, "Berthon are delighted to be working with Pearl Yachts both in the UK and France; we have a long history selling quality motor yachts and see Pearl as a great introduction to our new yacht range, and with Bruno Kairet working from our Mediterranean office, we have huge potential in both markets."

Pearl Yachts.

Founded in 1997 with the aim of designing a range of luxury motor yachts offering voluminous interiors, combined with opulence and design excellence, Pearl Yachts is now one of the UK's most prominent shipyards. Every Pearl motor yacht is designed and built to exceptionally high standards using quality materials and experienced craftsmen. Pearl's fleet consists of the Pearl 65, the brand new Pearl 80 and the soon to be launched Pearl 95.

Berthon

The Berthon Sales Division has offices in the UK, South of France and in Newport Rhode Island and sells around 200 yachts every year. With a yacht sales team of 18 brokers and support staff, it is part of the Berthon Group which has been trading continuously since 1877 and is currently celebrating its centenary year in Lymington. Berthon specialises in the sales of high



quality cruising and performance sailing and motor yachts.
www.berthon.co.uk

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