



PEARL YACHTS ANNOUNCE NEW ASIAN PARTNERSHIP WITH NEXTWAVE YACHTING

Pearl Yachts announces a new partnership with the leading Asian yacht services and brokerage company, NextWave Yachting, who will now act as the British yard's exclusive dealer in Hong Kong.

The British shipyard Pearl Yachts are pleased to announce a new collaboration with NextWave Yachting the leading yacht services and brokerage company serving clients in Hong Kong. Following the signing of the new partnership in early July, NextWave Yachting will now act as the exclusive dealer of Pearl Yachts in this region.

Established in 2012, NextWave Yachting is dedicated to presenting the world of yachting to Hong Kong, promoting and developing a yachting culture while providing new and used yacht sales, luxury water toy sales, charter, yacht management and yacht maintenance services.

Growing yacht market in Asia

With the ever-increasing importance of development into the still relatively untapped Asian yacht market, this recent collaboration aims to promote the Pearl Yachts brand to a new set of clientele and, most importantly, sell Pearl Yachts models in the Asian market.

Pearl Yachts Managing Director, Iain Smallridge, comments: *"The whole team at Pearl Yachts is excited about our new partnership with NextWave Yachting. The Asian market is a world of opportunity for yachting, and particularly for high-quality superyachts such as the yachts in our fleet. With this new partnership, we aim to grow and develop our presence throughout Asia. NextWave Yachting and their experienced team of yachting professionals are perfectly attuned to the Asian yachting market, and we can think of no better representative in Hong Kong, for the Pearl Yachts brand."*

"Value, quality and integrity are what NextWave is all about," states NextWave Sales Director, **Howard Chen**. *"Our dedication to fulfilling commitments and seeking the best value for our customers is the soul of our business, and that's why we are excited to partner with Pearl Yachts. We do not just sell boats and related products. We represent a passion in the ocean - and Pearl Yachts is absolutely synonymous with just that."*



Pearl Yachts

Founded in 1998 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 Pearl 80 and the Pearl 95. All newly launched Pearl Yachts are covered by a unique comprehensive five-year warranty programme.

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