



## BOUTIQUE YACHT BUILDER SINCE 1998, PEARL YACHTS ANNOUNCES A NEW STRAP LINE AND AN ONLINE YACHT CONFIGURATOR

Pearl Yachts has refreshed the logo with a new strap line: **Boutique Yacht Builder since 1998**. The British shipyard has also launched a new digital configurator to customise your own Pearl 62.

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British shipyard Pearl Yachts is beginning a new chapter, building on the unique identity the brand has built over the past 23 years. The new strap line: **Boutique Yacht Builder since 1998**, is consolidating Pearl's reputation for attention to detail and the individual customer care, which mass producers cannot match. With no plans to mass produce, **the masterful match of Bill Dixon's coveted exterior designs with living area and cabin detailing by the incomparable Kelly Hoppen MBE** places Pearl Yachts as the rarest of the industry stars.

Atelier yacht producers, such as Pearl, find themselves in the privileged position to offer innovative features ahead of the industry. **The new Configurator allows online visitors to customise their own Pearl 62 as she takes shape before their very eyes**. Interested parties can find this exciting tool on the Pearl 62 page of [www.pearlyachts.com](http://www.pearlyachts.com), which offers a wide range of customisations such as: engines; colours; interiors; electronics and other details and upgrades. When the client is satisfied, the brochure for this unique, custom creation can be easily downloaded, with all the details and images to consider and share with friends & family.

The range of Pearl Yachts currently features three award-winning Flybridge models from 62 to 95 feet: the new Pearl 62, launched just last year with an unprecedented fourth cabin and the choice of garage or crew cabin, the Pearl 80 and the Pearl 95. This streamlined selection is backed by another industry first: **Pearl's 5-year warrantee**. Along with build quality, the total result is a brand image that stands among the leading players in the industry, with **unparalleled resale value**, and the very **finest customer support**.

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### **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*

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*craftsmen. Pearl's fleet consists of the new Pearl 62, the Pearl 80 and the Pearl 95. All newly launched Pearl Yachts are covered by a unique, comprehensive five-year warranty program.*

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