



PEARL YACHTS STARTS 2021 WITH STRONG ORDERS AND DELIVERIES

Pearl Yachts has just completed one of its busiest-ever quarters, despite the challenges posed by the ongoing pandemic. Strong sales and deliveries throughout are showing the resilience of the brand's recent growth, in successful collaboration with partners, suppliers and production.

Warwick, UK – April 2021

The first three months of 2021 have been ultra-busy for British luxury motoryacht builder Pearl Yachts. **Baxter Marine**, Pearl's longest-serving dealer and the US dealer, **Atlantic Yacht & Ship Co**, have demonstrated the growing international demand for Pearl's line-up. No fewer than four new-boat contracts have been signed since the new year: A Pearl 95, two Pearl 80s, and a Pearl 62. A similar number of brand-new boats have been handed over to their eager owners: Another Pearl 95 and 4 more Pearl 62s. The slowdowns in global supply chains and new safety restrictions are little match for the experienced Pearl team.

Baxter Marine, Pearl Yachts' longest-serving dealer, has just handed over the third Pearl 95 to her owner in Palma, Mallorca, and Pearl's US dealer, **Atlantic Yacht & Ship Co**, has now completed the sale of another Pearl 95 to an American client. The latter boat will be based in Miami, Florida. The next-available Pearl 95 will be ready for delivery towards the end of this year.

Two Pearl 80s – the seventh and ninth of this increasingly popular mid-size model – have been sold to clients intending to keep their boats in Palma, Mallorca, and Montenegro respectively. Again, these sales were handled by Baxter Marine and both handover in May. The eighth unit of Pearl 80 is already in Fort Lauderdale, Florida, and is available immediately and the 10th will be ready for delivery towards the end of this year.

Moreover, the year-old Pearl 62 has proved a tremendous success since her world premiere launch at Düsseldorf 2020. The fourth and fifth units are being shipped imminently to France and the USA, the 6th and 7th have British owners and will hand over in the UK this summer and autumn, and the eighth will be exhibited at the Dusseldorf boat show in January 2022.

“Despite the pandemic, Pearl Yachts has never been busier,” says Managing Director Iain Smallridge. “There are several reasons why we are experiencing record sales. First and foremost, our model range and designs are so strong, thanks to Bill Dixon's immensely experience studio, which is responsible for all the exterior lines, naval architecture and space planning, and our stunning and award-winning Kelly Hoppen interiors. In addition, every Pearl



model has several unique features, which makes them really stand out from the crowd. Pearl's high build-quality and keen pricing means we make most owners shortlists and, last but by no means least, we now have an impressive dealer network in the Mediterranean and the USA that not only makes the brand more accessible, but also delivers exceptional after-sales service."

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 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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