

## Pearl Yachts announces \$50M order book and opening of a new sales office in Swanwick, Southampton

In the last 12 months the British boutique shipyard introduced the new Pearl 72, which, together with the award-winning Pearl 62, has proven the global appetite for the Pearl product. A further push is planned for 2022, spearheaded by the new sales office to open in April. With an eye to the future, the brand is forging new partnerships to further develop the sales and support network around the world.

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*Warwick, UK – February 2022*

Since its founding, Pearl has firmly established and maintained a reputation as the **Atelier of Yachting**. The brand offers clients an exclusive experience and personal attention throughout the process, backed up by their **industry-leading Five-Year Warranty**.

The shipyard's resolve has been tested by growing demand. As of now, 20 units of the new Pearl 62 have been sold along with **six units of the new Pearl 72 ahead of its launch scheduled for the Cannes Yachting Festival in September**.

The worldwide yachting frenzy is compounding with Pearl's edge in the Flybridge market and the unique offering of British design duo **Kelly Hoppen CBE** and **Dixon Yacht Design**. While Kelly's studio keeps clients coming back by launching exciting new themes with every model, Bill Dixon's team have the experience to develop seaworthy, elegant naval platforms that always manage to offer something extra, a breath of fresh air in a market.

The sales and service network is also expanding following the appointment of **Jeff Brown Yachts in San Diego**, with ongoing talks with new friends around the world. Fans of the brand in presently unserved regions likely don't have long to wait.

At the same time, Pearl is building up the internal structure to better support the network, with a flurry of new appointments to key team positions coming just ahead of the **new Swanwick sales office opening in April**.

On the topic, **Managing Director Iain Smallridge** remarked, "Last year wasn't without its challenges, one might think Pearl is just riding the wave of renewed interest in yachting, but it's really been a balancing act. We wanted to take maximum advantage of the momentum, without letting that wave wash away. That's why we've channelled the success of this year to improve all aspects of our business. Expanding the network and bringing in new talent is paramount, especially as we prepare to launch several new models over the next three years.

As with the Pearl 62 and the 72, each design is going to bring something new to that sector of the market. We can barely wait to share them with our clients, stakeholders and friends.”

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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 craftsmen. Pearl's fleet consists of the Pearl 62, the Pearl 72, the Pearl 80 and the flagship Pearl 95. All newly launched Pearl Yachts are covered by a unique, comprehensive five-year warranty program.*

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