

PEARL CELEBRATED THE OPENING OF A NEW OFFICE IN SWANWICK, SOUTHAMPTON

Pearl Yachts together with its local dealer Berthon International, celebrated the opening of a new office in Swanwick Marina on June 17th, during the recent British Motor Yacht Show. The luxury yacht manufacturer will control after-sales and international sales from the office as well as serving the local market with direct sales.

Warwick, UK

Pearl Yachts has come a long way, making particular progress in the past year. Increasing sales, new partnerships and increasing international presence have followed. But expansion abroad requires consolidation at home, so the British brand is redoubling its infrastructure in the UK, most recently with the opening of a new sales office in Swanwick. The occasion was celebrated on June 17th, amidst the British Motor Yacht Show that brought thousands to Pearl's new backyard along with a Pearl 62 on display.

Established in 1994, Premier Marinas owns and operates the new Swanwick marina and other nine of the UK's most prestigious marinas. With over 5,000 berths combined, Premier strives to be the finest marina operator in the UK, providing first-class boat storage services, quality boatyard facilities and exceptional service.

At the opening ceremony, Pearl Yachts Owner **Margaret Whittaker OBE** said: "There's no better place to welcome friends old and new, and for the international Pearl family, this expansion means an enhanced base of support. I am delighted to see the Pearl brand develop and continue its impressive growth".

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 is designed and built to exceptionally high standards using quality materials and experienced craftsmen. Pearl's fleet consists of the Pearl 62, the new Pearl 72, the Pearl 80 and the Pearl 95. All Pearl Yachts are covered by a five-year warranty programme.

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