

## **SUNSEEKER AND YACHTING PAGES MEDIA GROUP LAUNCH INDUSTRY LEADING SUPERYACHT APP**

Yachting Pages Media Group's (YPMG) highly anticipated superyacht App in association with Sunseeker has now launched.

The App has been designed for superyacht captains, owners and crew and will provide users with access to an extensive worldwide database of suppliers both on and offline.

As a world leader in providing products and services to the superyacht industry, YPMG has carried out extensive research to create an app that meets the needs of senior crew and owners sourcing suppliers and services.

Out of the captains and senior crew surveyed at Fort Lauderdale International Boat Show 2016, 86% said they would download and use a Yachting Pages Mobile App.

Simon Clare, Marketing Director of Sunseeker International said, "This is the first superyacht app of its kind and we are proud to be the official partner. The innovative new technology opens the door for captains, owners and crew to access yacht suppliers all over the world and we are excited to be a part of it. We're looking forward to seeing the response to the app and working with YPMG going forward."

The Yachting Pages Mobile App is available for download on both Apple and Android devices. Yachting Pages Media Group launched in 2003 and, since then, has established itself as a trusted, comprehensive resource for superyacht crew; helping businesses to market their services to a global audience.

For further information, visit [Yachting Pages Mobile App](#).

### **Ends**

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### **About Sunseeker International Limited:**

Sunseeker is the world's leading brand for luxury performance motor yachts.

Originally named Poole Power Boats, the company was founded by brothers Robert and John Braithwaite in 1969. The company changed its name to Sunseeker International in 1985 and has since become a global icon, with every Sunseeker the result of an uncompromising and unmatched approach to design,

craftsmanship and performance.

In August 2013 a majority stake in the business was acquired by Wanda Group, the Beijing headquartered conglomerate with strong footprints across China, Europe and the US. Wanda Group is a committed long term shareholder providing strong financial and strategic backing for Sunseeker's continued growth and success. In January 2015, they appointed Phil Popham as the company's new Chief Executive Officer.

From its manufacturing base in Dorset on the south coast of England, Sunseeker employs c.2,200 people and produces around 150 boats every year ranging from 50-155 feet. Demand for the company's larger models continues to grow year-on-year with more than 120 yachts over 100 feet in length already delivered. Buyers have benefitted from the company's 'Bespoke' customisation service which allow individual customers to personalise their yacht. Working very closely with highly professional dealer representation in over 60 countries, service and product support is a key priority in maintaining customer satisfaction.

The Sunseeker range constantly sets new standards and benchmarks. From the dynamic San Remo and Sport Yacht models, through its luxurious Manhattan range, iconic Predator models, and its majestic Yachts range, each Sunseeker is the result of an uncompromising approach to innovative design and engineering excellence. Never settling for second best, it is this spirit of excellence that has driven Sunseeker to its pre-eminent position in the leisure marine industry today.

Sunseeker is recruiting 170 new skilled staff to support the introduction of several new models planned for 2017. The new roles will be based at its manufacturing operations in Dorset, covering construction trades including Carpentry, Plumbing and Electrical, Boat Building, plus Engineering trades including Mechanical Engineering, and Composites.

The current 12 boat range consists of:

<b>Yacht</b>	155, 131, 116, 95, 86, 75
<b>Sport Yacht</b>	68
<b>Predator</b>	68, 57
<b>Manhattan</b>	66, 52
<b>San Remo</b>	



**Yachting Pages Media Group:**

Yachting Pages Media Group (YPMG) is a world leader in providing products and services to the superyacht industry:

**Its directories and online search engine** are used by captains, senior crew and industry professionals worldwide. Its hand distribution networks ensure that 80% of its printed books are delivered by hand.

[www.yachtingpages.com](http://www.yachtingpages.com)

**Yachting Pages Delivers** is a unique and innovative hand-delivery service, for businesses looking to target captains, crew and owners. [www.yachtingpagesdelivers.com](http://www.yachtingpagesdelivers.com)

**Yachting Pages Refit** is the ultimate worldwide guide to superyacht refit shipyards and services of the refit process. [www.yachtingpagesrefit.com](http://www.yachtingpagesrefit.com)

YPMG also offers marketing services to support businesses in their efforts to reach superyacht crew.