

## **SUNSEEKER LAUNCHES NEW SUPERYACHT DIVISION**

*Part of major product development plan*

Andrea Frabetti, Sunseeker's CEO is delighted to announce the launch of Sunseeker's *Superyacht Division*, a distinctive range of yachts from 101ft – 161ft. The new division allows clients to grow through the range of superyachts with greater flexibility of design and layouts, built in either composite or metal.

The new division, which was officially launched at the Monaco Yacht Show, further strengthens Sunseeker's success in the superyacht category having already delivered 137 yachts over 100ft since 2000. This announcement is part of a major new product development plan for Sunseeker International which will see the entire range doubling in size to 22 models during the next three years. The majority of these will continue to be built in GRP whilst some in the *Superyacht* series will be built in aluminium.

Although designed predominantly in-house, Sunseeker will partner with two renowned shipyards, Pendennis and ICON; initially for two models within the range. The new 133 Yacht hull will be built in GRP by Sunseeker before transferring to Pendennis for completion whilst the new 161 Yacht, built in aluminium, will be constructed by ICON in its entirety. These two partners have been chosen specifically for their expertise and proven history in this size range and capability to build in metal, where appropriate.

In his new role as CEO, Andrea has accelerated a substantial new product development plan which will see the company investing £60million CAPEX over the next 3 years. With over 25 years of marine industry experience, Andrea is embracing his new role to focus on extensive product development, working in close collaboration with Sunseeker's in-house design department.

Andrea Frabetti, CEO commented: “The launch of the new *Superyacht Division* signals a new chapter for the company and an important milestone in the history of the brand. Our customers now have more flexibility and the ability to grow through the range from 38’ to 161’, unprecedented for a single brand. We have demonstrated our ability to develop products that customers desire since the launch of our first superyacht in 2000.”

**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.

From its manufacturing base in Poole, Dorset on the south coast of England, Sunseeker employs c.2,600 people and produces around 150 boats every year ranging from 38-161 feet.

Poole is also the home to Sunseeker’s dedicated Design & Technology Centre, a unique facility which vertically integrates every detail of the yachts from the initial concept designs through to the finishing details including furniture, complex electrical systems, helm consoles and soft furnishings. As Sunseeker produces these components in its own dedicated facility, it is able to offer exceptionally high quality control, craftsmanship and attention to detail.

**In 2020, Sunseeker International will launch its first production yacht with hybrid power.** As early as 2009, the company laid the basis for a hybrid propulsion system on board in tests that were carried out on a prototype yacht – a truly pioneering step.

Sunseeker’s continual investment in research and development is evident, not only in the application of world-class innovation, but also in the design and construction of its boats. New materials and propulsion

systems are continually developed and introduced to the range to offer improved environmental impact, better handling and better comfort on board. Going forward, Sunseeker is investing in new materials and features to improve sound and ambient air quality for its customers.

When customers want something even more distinctive, buyers of the larger Yacht models can benefit from the company's 'Bespoke' customisation service which allows individual customers to personalise their yacht.

Demand for the company's larger models continues to grow year-on-year with more than 130 yachts over 100 feet in length already delivered. This increase in demand for larger models has been the driving force behind Sunseeker's truly momentous plans to expand its manufacturing into the world of metal-built yachts. This exciting new development will see Sunseeker produce its largest superyacht ever, the 161 Yacht. Working very closely with highly professional dealer representation in over 74 countries, service and product support is a key priority in maintaining customer satisfaction.

As a prominent business within the county and one of Dorset's largest employers, Sunseeker continues its work with charities including Macmillan Cancer Support, a charity that resonates with its employees who have already raised donations approaching £100,000 during just two years. In addition, it continues its support of their annual Dorset Bike Ride which has raised over £1million since Sunseeker's involvement began.

Most recently Sunseeker announced a long-term partnership with the Blue Marine Foundation (BLUE), a charity dedicated to creating marine reserves around the world and improving biodiversity. With the future of healthy seas and oceans at risk, Sunseeker supports BLUE in its widest sense including a unique campaign titled 'Project Menorca' which will focus on the island's marine environment. Working closely with BLUE, the new partnership will establish a recognised model of conservation, supported by local partners on the island including the Menorca Preservation Fund.

The Sunseeker range constantly sets new standards and benchmarks. From the majestic Superyacht and Yachts range, through to the luxurious Manhattan range, the iconic Predator models, dynamic Sports Yacht and the agile Performance 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.

The current 16 boat range consists of:

<b>Superyacht</b>	161, 133, 131, 116
<b>Yacht</b>	95, 87, 86, 76
<b>Sport Yacht</b>	74, 65
<b>Predator</b>	74, 60, 57, 50
<b>Manhattan</b>	66, 52
<b>Performance</b>	Hawk 38