



## **SUNSEEKER INTERNATIONAL APPOINTS NEW DIRECTOR OF SUPERYACHTS AND DEALER NETWORK**

Sunseeker International has today announced that Francesco Frediani has joined the business as its Director of Superyachts & Dealer Network. Having worked in the leisure marine industry for 30 years, Francesco brings a wealth of experience to Sunseeker.

Sunseeker has an ambitious new product development plan which will see the entire range doubling in size to 22 models during the next three years. Off the back of this exciting plan, Sunseeker recently announced that it was creating a new Superyacht Division to allow owners more flexibility and a wider choice from 101' to 161'. Francesco joins Sunseeker at an exciting time and in his new role he will focus on growing and developing the global dealer network to support even higher standards of customer care whilst expanding the new Superyacht Division to oversee multiple launches in short succession.

The new role will allow Francesco to work in parallel with Sean Robertson, the Sales & Marketing Director.

For seven years, Francesco was responsible for the growth of Riva Yachts where he had a pivotal role in achieving highly successful sales results, appointing dealers worldwide and opening new markets in the Middle East and Far East. His most recent role was as Commercial Director at Overmarine Group where he was Vice President of Sales and Marketing of Mangusta Yachts.

Commenting on the appointment, Andrea Frabetti, CEO at Sunseeker International, said: "We are delighted to welcome Francesco to Sunseeker; he has an unparalleled level of experience. Having industry veterans Francesco and Sean working together in complementary roles is a remarkable prospect for our business."

Commenting on his appointment, Francesco said: “I am delighted to be joining Sunseeker where I look forward to working with the renowned brand as it continues to develop and grow its dealer network and first-class superyacht offering. I’m really excited about the company’s new product plan and in particular the innovative design across the all-new 133 Yacht and 161 Yacht models. I can’t wait to be fully immersed in this great opportunity.”

**Ends**