

For Immediate Release

26 November 2024

Omayo Yachts announces Horizon Boat Sales as new UK dealer

Luxury power catamaran brand [Omayo Yachts](#) has chosen Horizon Boat Sales to represent the brand in the UK, as the completion of its debut yacht, the OMaya 50 nears.

Horizon Boat Sales, founded by Alex Barton and based in Windermere in the Lake District, will be offering Omayo yachts through its dealership, where customer service and experience are the focus.

With over 20 years of industry experience and a lifelong passion for boating, Alex has made the needs and aspirations of its customers a priority, even if they are new to boating. The business has carefully chosen each brand it works with to meet the diverse needs of boaters and to ensure each client's investment is with longevity in mind.

“We are absolutely delighted to become an Omayo Yachts dealer. The synergy between our brands is exceptional, and we believe that our collaboration will be fantastic. Omayo’s yachts align perfectly with our commitment to quality and excellence at Horizon Boat Sales. With market trends increasingly leaning towards power catamarans, the team’s vision for developing a leading brand truly resonates with our clients, making this partnership even more exciting,” said Alex Barton, managing director of Horizon Boat Sales.

Kaloyan Radulov, co-founder and CEO of Omayya Yachts, built in Bulgaria at the Elica Yard, situated on the banks of the Danube, said: “We’re really excited to have Alex and the Horizon Boat Sales team on board to represent Omayya in the UK market. We very much align with their approach of prioritising clients and their specific needs to ensure a long-lasting relationship and many years of enjoyment and memories made on the water.”

Aiming to manufacture luxury power catamarans for the private and charter markets, the first of Omayya’s yachts, the OMaya 50, is a 50ft luxury catamaran with a best-in-class beam of 8.4 metres, which provides unrivalled livable space exceeding 150 sq.m. within the lower and main decks, as well as its lavish flybridge. The bow area’s layout is focused on creating a comfortable social space which ensures lazy days soaking up the sun can be enjoyed. Boasting large sunbeds, ample comfortable seating areas and open deck space, the yacht is designed with socialising and entertaining in mind, with the potential of longer-term living on board, not just holidays.

Available in two configurations for the lower deck, with the owner version providing a large master cabin covering the entire port side complete with a double bed, sofa, desk and vanity area, integrated wardrobe and large ensuite offering a toilet, bidet and a full standing shower. Two further double guest cabins are on the starboard side with ensuite bathrooms with the option of a crew cabin and crew bathroom or up to two crew cabins.

For more information on Omayya Yachts and the OMaya 50, please visit omaya-yachts.com, for more information on Horizon Boat Sales visit horizonboatsales.co.uk.

ENDS

Pictured: Alex Barton of Horizon Boat Sales

Media contact:

Bex Pearce at The MTM Agency

bex@themtmagency.com

--



Bex Pearce

PR Director

T: [+44 \(0\) 2380 215 399](tel:+44202380215399) | **M:** [+44 \(0\)7443 202770](tel:+44207443202770) | **W:** themtmagency.com

[Facebook](#) | [Linkedin](#) | [Twitter](#) | [Sign up to our Newsletter](#)

The MTM Agency – 2nd Floor, The Quay, 30 Channel Way
Southampton, SO14 3TG



The Drum.
Recommended
Until Mar 2025

Rated by our clients via The Drum Recommends as a **Top**
10 agency in the UK