



PRINCESS MOTOR YACHT SALES

INDIVIDUAL

BESPOKE FROM BOW TO STERN

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MAKE YOUR YACHT A REFLECTION OF WHO YOU ARE

Time spent on your yacht is precious, so why not enhance life on board by personalising your boat so that she is tailored to your exact needs? From anchor upgrades to accent lighting, inflatable docks to wireless docking systems, we can make your yacht a perfect reflection of you, your family, your lifestyle, your hobbies, your horizons.

The Princess Motor Yacht Sales Individual team have unrivalled expertise, resources and sheer ingenuity that can only be gained through our unique working relationship with Princess Yachts and over 50 years experience; for as long as we have been selling Princesses, we have been tailoring them to meet our clients' specific requirements.

We can change any Princess into your Princess. We can work our magic before you even take delivery of your new yacht, or at some point in the future. Our expert team can undertake a full yacht transformation or simply install some ingenious solutions to make your life easier, more comfortable, more enjoyable, more secure. It doesn't matter if you have grand plans or simple aspirations, we will take the time to discuss your ideas with you and make your vision a reality.

We are renowned for the superior quality of our workmanship, which is carried out by Princess-trained craftsmen and engineers. Projects are completed to such a high standard that any 'new' additions will look totally original to your boat. What's more, you can rest assured that all retrofit work, custom products and systems are backed by our watertight warranty and industry-leading aftersales service. From bow to stern, we can make your Princess as individual as you are.

CONTACT US TODAY

To discuss all your retrofit needs or book a consultation:

Email: individual@princess.co.uk

Tel: +44 (0)1752 393311

UNRIVALLED RESOURCES

Whatever improvements, alterations or modifications you would like to make to your boat, our engineers, technicians and craftsmen, as well as our dedicated customisation facilities, are more than a match for even the loftiest of ambitions.

The largest dedicated yacht sales and service centre in the South West is where the Individual team call home. This state-of-the-art building houses our purpose-built, fully-equipped workshops and a vast showroom where you'll find all the essential yachting extras and a large selection of the latest innovative marine equipment to whet your appetite. Our impressive Turnchapel Wharf facility also boasts ample berthing for customers' boats with a 100m commercial pontoon, 40 tonne travel hoist plus shore

storage, all with easy access to the sea. We are uniquely placed globally to do what we do. With our headquarters located in the heart of the Princess waters of Plymouth, England, we are conveniently merely a boat hop away from the Princess factory itself. In addition, we have engineering facilities and technicians at our offices in Southampton and Mallorca, Spain. The breadth of our resources is such that in the unlikely event that there is ever a problem, whether you're in the Med or further afield, our aftersales team will get on to resolving it immediately.

As well as complete peace of mind, our superb facilities give you the freedom to dream big when it comes to personalising your boat, because if you can think it, we have the capability to make it happen.



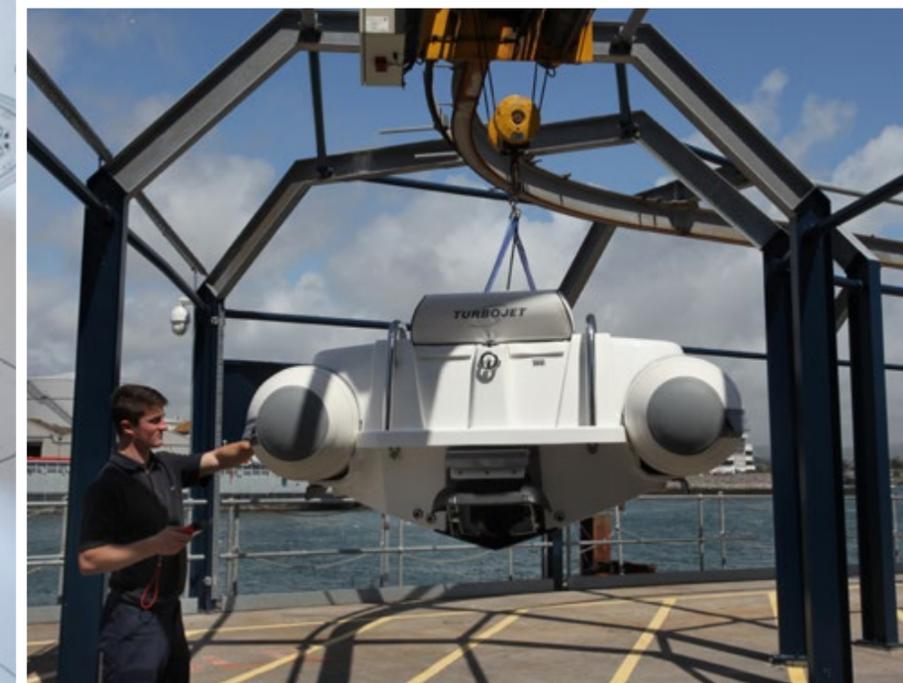
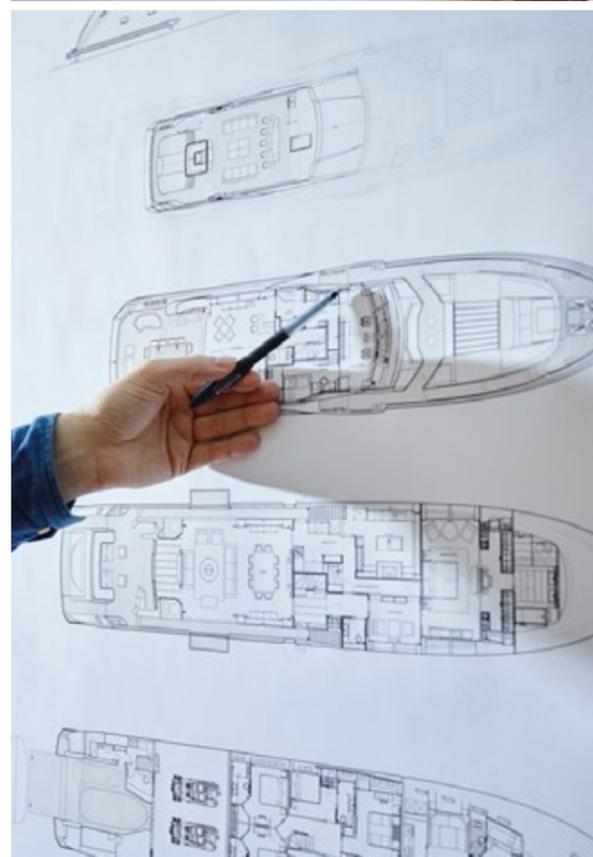


YOUR VISION, OUR EXPERTISE

We pride ourselves on delivering a yacht to each and every customer that is the perfect fit - exactly what they envisioned, right down to the smallest detail. In truth, we don't believe we've really done our job properly until we deliver something that surpasses expectations.

Above the water, this is down to the expertise, imagination and breathtaking skill of our team of dedicated Princess-trained engineers, carpenters, technicians and craftsmen. They truly are amongst the best in the business. Below the surface, there's so much more that goes on when it comes to creating a boat that is truly individual.

We start by having an in-depth conversation with a client. We're happy to advise and use the breadth of our knowledge to make suggestions if called upon. It is only when we have a clear understanding of not simply what the client wants, but also what they need that the process begins. A huge amount of time goes into painstakingly sourcing, researching and testing the best systems and products available anywhere in the world. We may be at the cutting edge of innovation in the marine market, but only the most superior and reliable of items will pass our exacting standards to make their way on board...





A YACHT THAT'S DESIGNED AROUND YOU

All Princess yachts can be personalised to create a yacht environment that is tailored to your exact needs. This can be done either before you take delivery of your yacht, or at any stage afterwards.

Nothing we fit is simply 'off the shelf'. We select only those components and products that complement and enhance. This, coupled with keen attention to detail and a seamless finish ensures that a newly customised yacht will look like it was always so.

Reassuringly, all work is completed by Princess-trained craftsmen and engineers. Having garnered years of experience, our team is committed to providing excellence in every aspect of their work.

Furthermore, our clients enjoy total peace of mind knowing that even custom products and systems are backed by our unrivalled aftersales service.

As a globally recognised name, Princess Motor Yacht Sales has an international team ready to offer technical support or a friendly face in times of need, wherever your adventures take you.

ON THE WATER



MOORING

- Docking Cameras
- Snubbing Winches
- Fenders and Warps
- Hull Protection
- Wireless Docking Systems
- Bow and Stern Thrusters



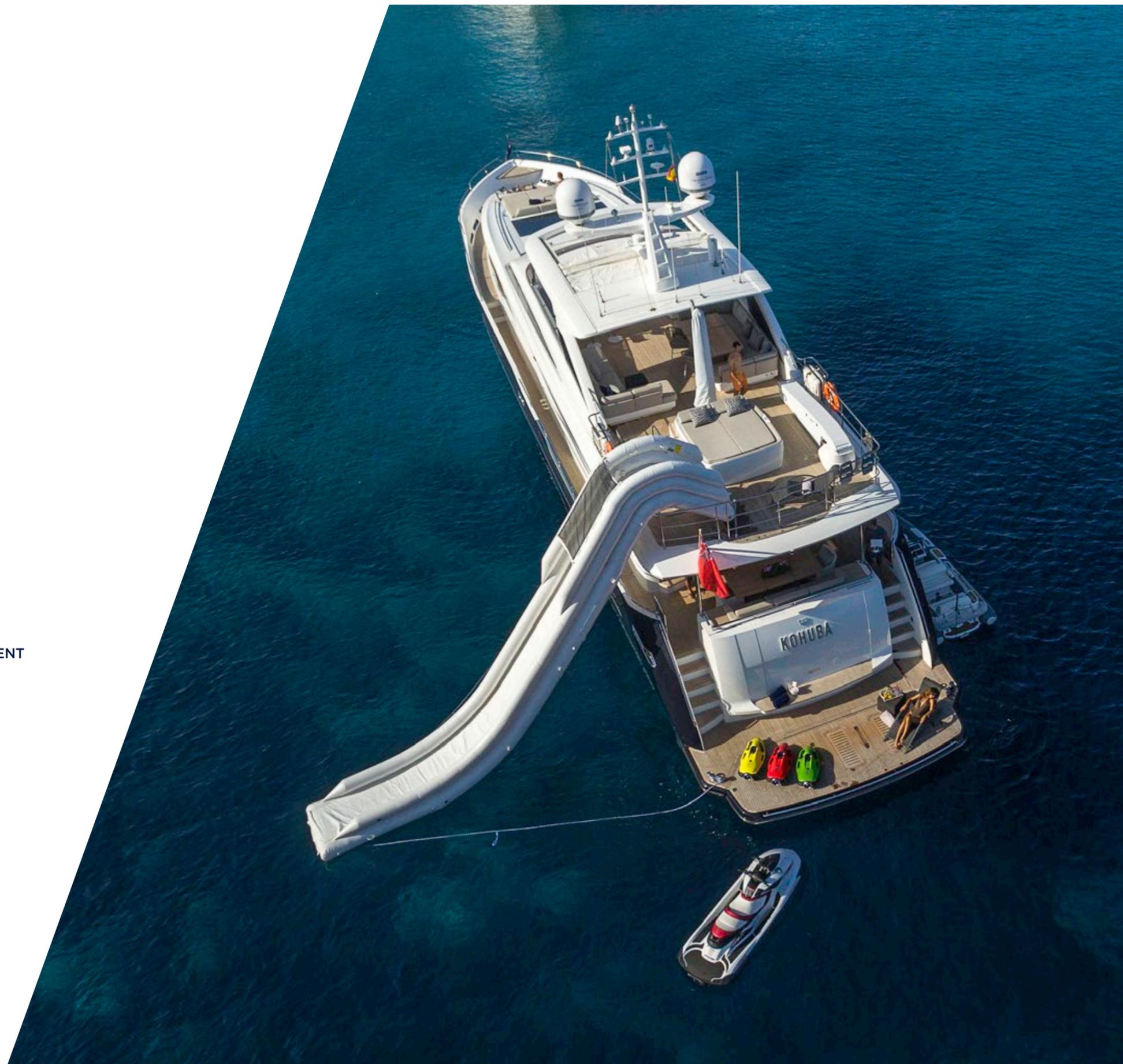
ANCHORING

- Anchor Chain Upgrades
- Chain Counters
- Chain Stoppers
- Kedge Anchors
- Chain Wash Systems
- Monitoring



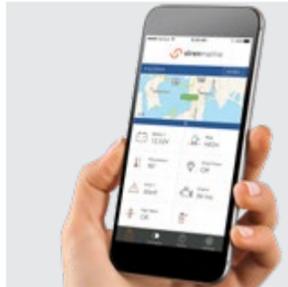
WATERSPORTS EQUIPMENT

- Ribs and Tenders
- Jetskis
- Seabobs
- SUPs
- Watersports Equipment
- Docks and platforms
- Dive compressors





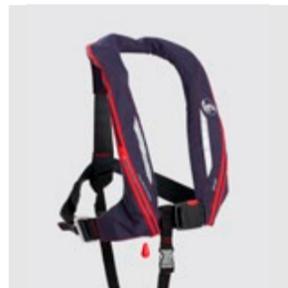
SAFETY, SECURITY AND PROTECTION



SECURITY
Alarms
GPS Tracking
CCTV Monitoring
Safes



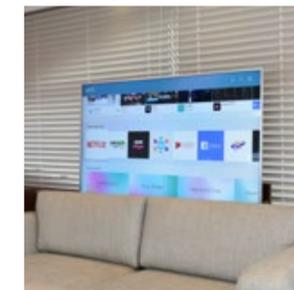
COVERS
Biminis
Sunshades
Seating Covers
Flybridge Enclosures



SAFETY
Life Rafts
Life Jackets
Flares
Epirb and PLBs
Charter Coding
Thermal Imaging Cameras



NAVIGATION, AUDIO VISUAL AND ELECTRONICS



AUDIOVISUAL & COMMUNICATION

- TVs & Wifi
- SAT Communications
- Bespoke Audio Systems
- Intercom
- Media Distribution



POWER SOLUTIONS

- Generators
- Inverters
- Battery Upgrades
- Monitoring
- Charging Upgrades
- Additional Sockets



NAVIGATION

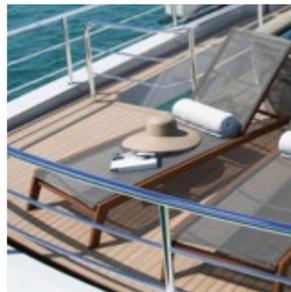
- Multi-function Displays
- Charts
- AIS
- Sonar
- Weather Instrumentation

INTERIOR AND EXTERIOR DECORATION



LIGHTING

- Underwater Lighting
- Accent, Deck and Mood Lighting
- Backlit Signs
- Docking Lights
- Remote Access Lighting
- Table Lamps



FURNITURE

- Sunbeds and Steamers
- Parasols
- Sunbed Cushions
- Exterior Tables and Seating
- Storage



SOFT FURNISHING

- Blinds and Shades
- Cushions and Throws
- Overcarpets and Runners
- Tableware
- Glassware
- Towels
- Bedding
- Bathroom Accessories





HEATING, VENTILATION, WATER SYSTEMS



APPLIANCES

- Dishwashers
- Refrigerators
- Washer Dryers
- Instant Boil Taps
- Wine Coolers
- Icemakers



COMFORT

- Heated Towel Rails
- Air Conditioning
- Under Floor Heating
- Heating
- Demist
- Stabilizers



WATER SOLUTIONS

- Water Makers
- Filtration
- RO Systems
- Shore Water Hook Up
- Deckwash Outlets
- Deck Showers

OUR PARTNERS

Our yacht customisation service is carried out to the same rigorous standards and impeccable build quality you would expect of your Princess.

We select only those components and products that complement and enhance, and we only work with those partners who meet our own stringent quality standards, and who can provide the requisite manufacturer support when support is needed.

We ensure that all of the components we choose on your behalf are designed to work in this unique marine environment, we work closely with our chosen partners to ensure products are manufacturer approved and compatible with Princess.

We are proud of our partnerships. They have been forged over many years and built from our expertise and reputation as Princess' largest and most established dealer.



CASE STUDY: LUKE GRIFFITHS



Broach the subject of customisation in the boating world and thoughts turn to high end superyachts with seven or eight figure price tags. But whilst the scope for really bespoke creations exists mostly in this financial stratosphere, there's a surprising amount that can be done to personalise high end production boats such as the smaller Princess models, as Luke Griffiths can attest.

Luke purchased a new Princess V40, the smallest of the current Princess range, through Princess Motor Yacht Sales, and then took advantage of the company's extensive retrofit department to fine-tune the boat specifically to his needs. "I purchased the boat through Richard Clarke at Princess Motor Yacht Sales Plymouth office" says Luke, and he was great in helping tailor the boat to my requirements. I didn't ever feel that I was being sold to, he was simply helpful, pleasant to work with and allowed me to make informed decisions assisted by his experience".

Having owned a smaller boat before, Luke had a pretty good idea of the use that he and his family were likely to be putting the boat to. Basing it in Plymouth, the plan was coastal and offshore cruising along the south coast and across the channel. Ground tackle was one of the first areas to be addressed. "We like to spend a lot of time at anchor, so I had the anchor chain extended to 50 metres and I upgraded to a heavier and higher spec Ultra Anchor, an expensive but extremely efficient unit with a weighted tip to help it set securely". Extra mooring warps and larger fenders were also sourced. To improve life on board, Luke had PMYS fit an ice maker into the wet bar unit beneath the barbecue. "It was an expensive option" says Luke, "but it has proven very worthwhile". Teak chocks were made for the hydraulic bathing platform to precisely fit Luke's AB Lammina 3 metre RIB.

Luke and his family have clocked up over sixty running hours through their first season, cruising between Brixham in one direction and Falmouth to the other

Adding to the convenience quotient is an upgraded battery system linked to a 2.5kW inverter to give 240v supply without recourse to the generator. Extra sockets were installed which feature USB feeds for easy charging of electronics. PMYS also upgraded the audio visual systems, fitting TV's into each cabin linked to Apple TV whilst a wifi hot spot enables everyone on board to log in. More subtle interior tweaks included a custom mirror fitted to a dinette bulkhead ("it makes the saloon feel so much bigger" enthuses Luke), high quality bedding and even water filters on the fresh water system. Underway an upgraded multi function chart plotter linked to HD radar and a transmit/receive AIS system, aiding navigation and helping keep Luke and his family safe. There's even an



anemometer reporting real time wind direction and strength to assist in close quarter manoeuvres.

As a finishing touch Luke had Princess Motor Yacht Sales vinyl wrap the hull sides. "It's a satin grey finish with a thin yellow stripe just above the waterline. It looks fantastic, subtle, rather than flash".

Despite a mid summer start, Luke and his family have clocked up over sixty running hours through their first season, cruising between Brixham in one direction and Falmouth to the other, thoroughly enjoying the extensive modifications by Princess Motor Yacht Sales that have turned what was already a very special boat into something unique to them.

As a globally recognised name, Princess Motor Yacht Sales has a team ready to offer technical advice and support – whatever your ideas.

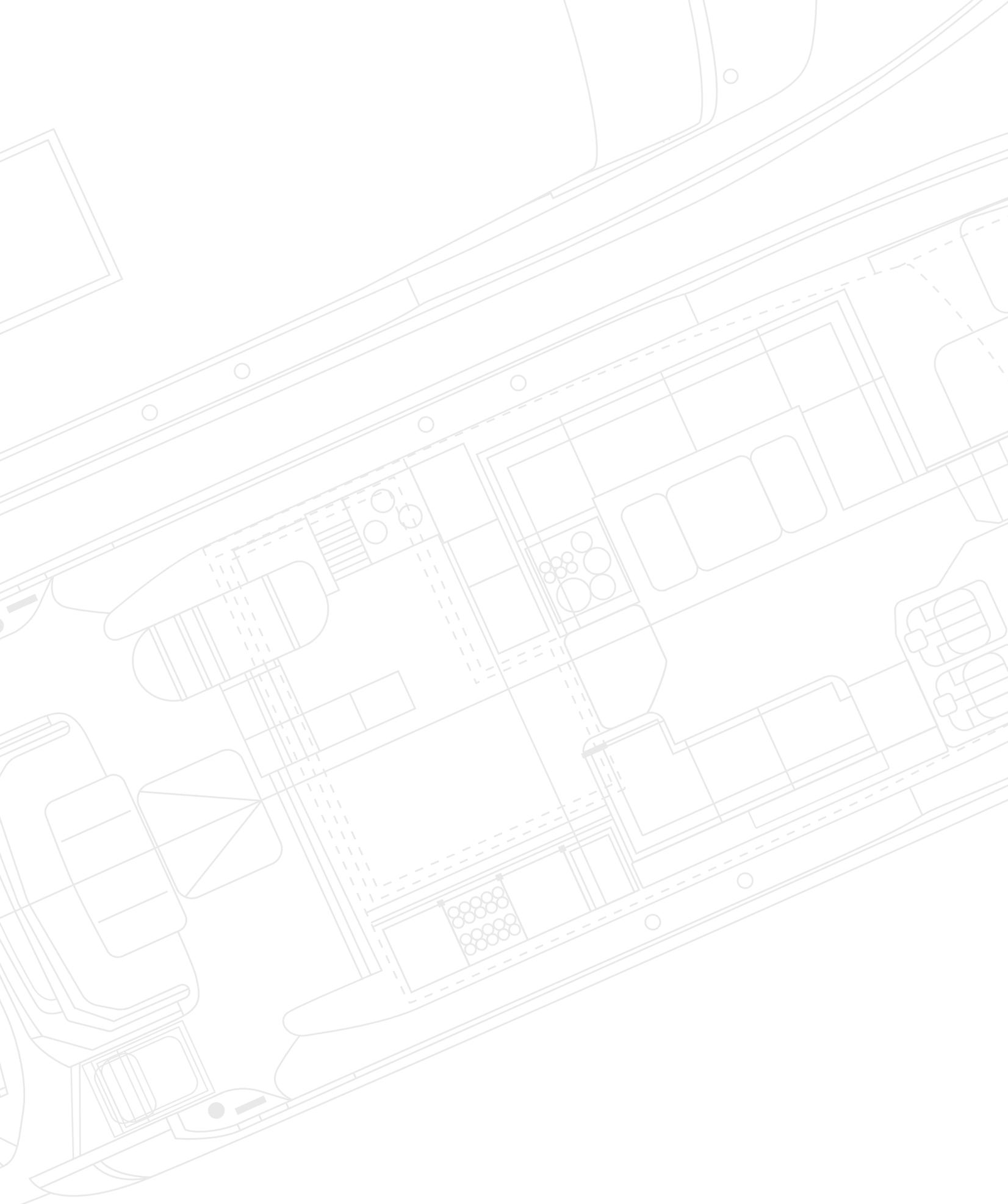
This brochure provides just a small insight into the products and services we can offer. If what you have in mind isn't listed, we'll be delighted to arrange a consultation.

To discuss all your retrofit needs or book your consultation:

Email: individual@princess.co.uk

Tel: +44 (0)1752 393311

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