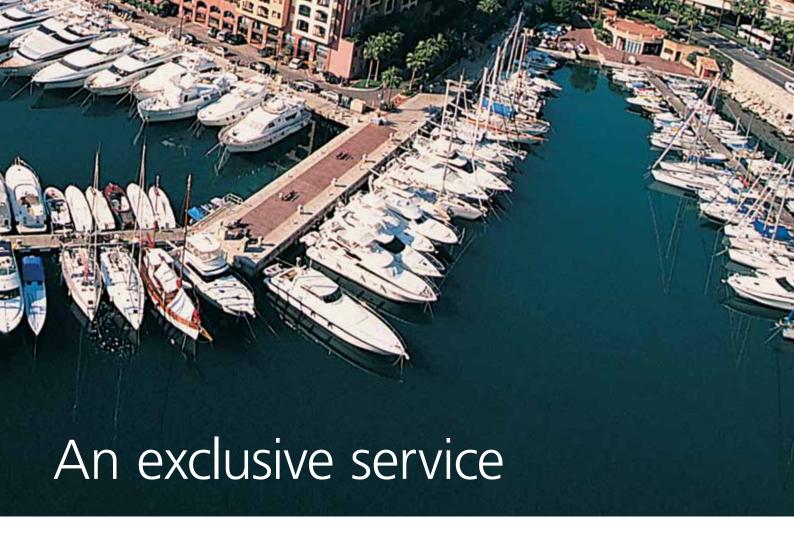


PRINCESS MOTOR YACHT SALES

Mypincess Offices ISSUE 01/2012 Official Newsletter of PRINCESS MOTOR YACHT SALES



Shows and Events



When you buy a new Princess yacht and purchase the Navigators & General Yacht Policy from O'Connor Insurance Brokers, you will experience peace of mind of insuring your yacht with the UK's No. 1 Yacht and Motorboat insurer. Cover includes use of a complimentary concierge service, which gives you access to preferential booking for a range of lifestyle products, at home or abroad, often for less than market value.



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Welcome



Dear Princess owner/enthusiast,

It is my pleasure to welcome you to the September 2012 edition of MY Princess, replacing PMYS Update as the magazine for all Princess Motor Yacht Sales' customers, potential customers and stakeholders. Since joining the company 6 months ago I have had a very exciting 6 months, more of that and what's to follow later.

I have over 15 years previous experience in the high value luxury retail sector working in the UK BMW dealer network culminating in a three year spell working for the Princess Motor Yacht Sales shareholders as one of their Dealer Principals. As Princess owners and enthusiasts themselves I am charged with continuing to build on Princess Motor Yacht Sales already strong customer service ethos which I am delighted to see within my new role. My success within the roles I had within BMW was firmly based on offering a great customer experience whether it was through purchase, value or the service provided post sale.

It has been a pleasure to get to know the staff here at Princess Motor Yacht Sales whose experience and knowledge has and will prove vital in the recent and coming months. I have inherited a team whose understanding of the Princess brand and the industry is unsurpassed, meaning my role is one of innovation and development not wholesale change within the business. From a customers' perspective this means consistency of service, improvements within our product range which will aim to offer better value to customers and continuity with the staff who have hopefully served you well in the past, in a time when such things are harder to come by.

There can be no doubt my arrival comes at a time when Princess Motor Yacht Sales faces some of the most adverse background economic conditions in her 40 year history, it begs the guestion why is the job so exciting? And how are we managing to continue to grow and develop the business? Well without question it is the loyalty and passion for Princess of our customers. This comes from having a great product range that is always moving forwards with innovations and new models that are relevant to the real requirements of Princess customers. We can now cater for Princess needs that stretch from 39 feet to 40 metres through the new V39 and 40M models (the first of which was delivered by ourselves in June this year). Allied to that we at Princess Motor Yacht Sales are continually developing new and relevant products and services to ensure the widest possible access to the Princess brand, and the most rewarding ownership experience available in the luxury motor yacht world today.

I look forward to welcoming you on to the Princess stand at this year's Southampton boat show, always a great opportunity to discover what we are offering that may be relevant to you, and I hope to continue to meet more Princess customers which has been such a highlight of the job so far.

Yours sincerely,

Colin Capewell

Managing Director
Princess Motor Yacht Sales



Launching at the PSP Southampton Boat Show this forthcoming September, the new V62-S promises to strengthen Princess' position at the forefront of the sector with what is sure to be another highly acclaimed and market leading sports yacht.

Ever since her launch in 2008, the Princess V62 has taken the sports yacht market by storm receiving accolades and awards globally for her class leading combination of exhilarating performance and exceptional accommodation.

With powerful good looks, class leading handling and exceptional space throughout, the Princess V62 epitomises everything that is V Class and the new second generation model delivers all this – and more.

The larger, expansive cockpit is a wonderful space in which to entertain or relax with generous seating, a fully equipped wetbar with barbecue and a large central sunbed above the garage which can accommodate a 3.25m rigid





UK Premiere of the new



One of the most exciting Princess yachts of recent years, the new Princess 56, will make her UK debut at the PSP Southampton Boat Show 2012.

The new Princess 56 perfectly combines a spacious and exquisitely finished interior with exhilarating performance and is destined to become the new benchmark for her class. Out on deck, the expansive cockpit features a teak dining table and generous U-shaped seating. Teaklaid steps either side of the transom lead to the bathing platform which can be optionally fitted with a raise/lower mechanism to ensure easy stowage, launch and recovery of a tender.

For panoramic views, dining can also be enjoyed on the spacious flybridge where further seating surrounds a second alfresco dining table. Twin helm seats are complemented by a versatile 'L' shaped companion seat to starboard which can be easily converted into a sun bed. As with all Princess craft, the interior is crisp and contemporary and finished to the highest quality to create an interior ambience of a much larger vessel.

The beautifully styled main saloon is bright and airy with large wrap around windows providing panoramic views. The open-plan arrangement features a U-shaped sofa and coffee table, with additional seating to port and a separate raised dining area forward, opposite the well equipped galley, ensuring a highly sociable layout.

The lower accommodation comprises of three beautifully appointed cabins including a full beam master stateroom and a spacious forward guest cabin, both with generous en-suites. The latest resin infusion technology allows for a less intrusive stiffening structure, increasing the space available for accommodation below decks, whilst a new single pane hull window offers unrivalled views when away from port. An optional aft cabin is available with its own WC, incorporating a single bed for crew or occasional guests.

PRINCESS 56 at the PSP Southampton Boat Show





Characteristics for Princess 56

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Length overall	59ft 5in (18.11m)	PLEASE SCAN QR CODE FOR MORE DETAILS
Beam	15ft 7in (4.76m)	回翻翻回
Draft	4ft 3in (1.29m)	2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Fuel Capacity	582gal / 2,650lt	(数数数)
Fresh water capacity	130 gal / 592lt	
Guest berths	6 in 3 cabins	
Engines	Twin Volvo D13-800 (2 x 800mhp)	
	Twin Caterpillar C12A (2 x 715mhp)	
Performance	up to 33 knots max	



BOAT SHOW CALENDAR

11-16

SEPTEMBER 2012

Cannes

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3

3

E 3

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 www.salonnautiquecannes.com

14-23

SEPTEMBER 2012

Southampton

www.southamptonboatshow.com

19-22

Monaco

www.monacoyachtshow.com

29-07

SEPTEMBER to OCTOBER 2012

Istanbul Water Show

www.ntsr.com.tr

12-20

JANUARY 2013

London

www.londonboatshow.com

19-27

JANUARY 2013

Düsseldorf

www.boot.de

A celebration of all things "Super" on the English Riviera!

Torquay was definitely the place to be on 14th and 15th July with showcases from luxury brands such as Princess Yachts, Lamborghini, Aston Martin, Ferrari, Porsche, Mercedes-Benz, motorbike companies and other Super Brands.

It was a chance for visitors and Princess owners to view two popular Princess sports yachts: the **Princess V45** and **Princess V62**.

A champagne reception and sea trial on the Princess V62 around Torbay was organised for a group of current and potential Princess owners, bringing the weekend to an end in a truly enjoyable Princess style.





PRINCESS MOTOR YACHT SALES LOOKS AHEAD TO THE PSP SOUTHAMPTON BOAT SHOW 2012



Princess Motor Yacht Sales is looking to follow on from last year's success at the forthcoming PSP Southampton Boat Show and is looking forward to warmly welcoming its guests and visitors to the show. Two highly anticipated models, the Princess 56 flybridge and Princess V62-S sports yacht will be making their Premieres at this show.

As per last year's show, we will occupy the same prime position on the waterfront in Mayflower Park, featuring an impressive hospitality suite over two levels and with views across the marina to the water display.

Princess Motor Yacht Sales will be offering clients and visitors an opportunity to view the magnificent craft on the stand and on the water, whilst also offering personal viewings. A total of 15 yachts will be on display and guests will be able to get up-close to the often described most advanced range of high performance luxury motor yachts.

Opening times:

14th – 22nd September 1000-1830 Sunday 23rd September 1000-1800

To arrange an appointment, please contact the Princess Motor Yacht Sales office in Southampton on

+44 (0)1489 557755 or email **sales@princess.co.uk**



Boats on display ashore - stand E56:

Princess 64

Princess V57

Princess V39

Boats on display on the water – berths M491 to M502:

85 Motor Yacht

78 Motor Yach

72 Motor Yacht

Princess 60

Princess 56 - (UK Premiere)

Princess 42

Princess V78

Princess V72

Princess V62-S - (World Premiere)

Princess V52

Princess V45

Princess V42

Princess Yachts, Rolls Royce and Puerto Portals

This event was a huge success: great spectacular display.

MEI TE 88



PRINCESS PUTS ON A SPECTACULAR DISPLAY AT SWANWICK MARINA

Princess Motor Yacht Sales enjoyed a successful Sales and Jubilee Open Weekend, entertaining over 300 Princess clients with a spectacular display of Princess craft.

The Princess Motor Yacht Sales Open Weekend proved to be a huge success with more than 300 guests attending. Taking place at the Swanwick PMYS office between 2nd to 4th June inclusive, the world's largest Princess motor yacht distributor received strong interest from both existing and prospective clients.

At this annual exclusive boat show, guests had the opportunity to view an extensive collection of new and preowned luxury Princess motor yachts.

Eleven of the latest V class and flybridge Princess models formed an impressive floating display ranging from the Princess V42 to the powerful Princess 85 Motor Yacht.

The weekend also proved to be an ideal opportunity for Princess' guests to preview an array of prestigious motorcars supplied by its sister company Rybrook Group. The new Rolls Royce Phantom II, the Rolls Royce Ghost, the McLaren MP4-12C and the Bentley Continental GT V8 proved to be major attractions during this three-day event.

Commenting on the weekend, Roger Lipman, Princess Motor Yacht Sales' UK Sales Director, said: "We were delighted by the very positive response to our invitation and to be able to welcome so many guests to Premier's Swanwick Marina. The Princess craft on display were all very well received and much interest was registered. We are already looking forward to next year and an even better event!"

Support at the event was provided by Rybrook Group, Finning Caterpillar, MTU UK, CGI Finance, Williams Performance and Landau UK.



NAUTICAL WEEKEND PROVES A BIG SUCCESS

From the opening on Friday 26th, it was clear that a friendly and business conducive atmosphere had been created in the famously chic Puerto Portals Marina.

60 boats from 9 to 40 metres, sail and power, awaited viewers on the quays, all indicated by red-carpeted pathways and special banners made for the event. Princess Motor Yacht Sales stole the show with a total of five craft on display including the **Princess**

21M and Princess 64 flybridge and Princess V78, V62 and V42 sports yachts.

On the waterfront, between the 60 yachts on display and the retail shopping and catering parade, was a display of magnificent classic cars. The event was a real showcase for the local nautical industry with a dozen or so stands offering everything from jet skis and tenders to finance. The only thing needed was sunshine, which

came in abundance accompanied by a pleasant cooling sea breeze. The highlight of the weekend was undoubtedly the boat parade, which started at dusk on Sunday night. Sixteen yachts selected by each broker including the magnificent **Princess**V78 "Ruby Tuesday" left the port and motored in one at a time, to turn around in a blaze of coordinated light and music in front of the quay ending this event on a sophisticated and fun atmosphere.

Princess Yachts Menorca SUMMER CRUISE



Eight yachts and their crews formed "the flotilla" which sailed from Port of Mahón to La Isla Colom, Es Grau between Friday 27 and Sunday 29 July.

The weekend kicked off on Friday evening in the beautiful Port of Mahón, at the popular family restaurant "Pierro's", ideally located near the Princess Yachts Menorca office.

Boat owners and the Princess
Menorca team, along with James Lane
of Princess Motor Yacht Sales London,
enjoyed a balmy evening getting to
know each other over drinks and some
excellent tapas. On Saturday morning
the flotilla, headed by "Ruby Tuesday" –
a stunning Princess V78 with customblue hull – left the Port
to commence the day's cruise.

The flotilla sailed to La Isla Colom,
Es Grau - a picturesque bay with a
sandy beach only accessible by boat.
The weather was glorious with calm
seas and the weekend was
a chance to discover new places,
enjoy sightseeing, watersports, beach
games, fabulous food and wine
tasting. At around 8pm on Saturday,
part of the flotilla returned to the
Port of Mahón with others remaining
on buoys to take advantage of the
sheltered anchorage overnight.

Princess Yachts Menorca was delighted by the success of the weekend and offer heartfelt thanks to everyone who took part. With all owners saying how much they enjoyed the experience, the Menorca team is already making plans for a bigger and better event for the 2013 season.



Chichester Marina: The Perfect Cruising Destination



Set in the beauty of a natural harbour and picturesque countryside lies
Chichester Marina; the UK's second largest marina. But don't let its size deceive you – the marina and its harbour have long been a popular destination for boaters because of its easy cruising grounds and natural beauty.

Located at the end of the old Chichester canal and opening out onto Chichester Harbour, this boaters' paradise offers more than seventeen miles of amazing channels to explore and is arguably one of the South Coast's best kept secrets.

Family friendly and ideal for boaters of all abilities, the harbour and the marina within it is perfect for nature and bird watching, walking the countryside, or just quietly watching the world go by in peace.

Things to do...

With tranquil creeks up to Bosham, Itchenor and Dell Quay, Chichester Marina makes a wonderful starting point for a weekend's exploration and offers everything a boater could wish for. From the alluring sandy beaches of West Wittering and East Head where you can bask in the sun on a summer's day, to secluded anchorages that offer shelter from the wind.

The harbour itself is dotted with picturesque villages and enchanting hamlets to visit on foot or by boat. Popular with visitors and locals alike, an assortment of waterside inns await. Sit back and take in the fine view of dinghies sailing in the harbour or head inland to enjoy the theatre, dining and socialising at its best in the historic City of Chichester.

Back on the marina...

As you would expect from a large marina like Chichester, the facilities are plentiful and these include luxurious new shower and toilet blocks, a launderette, 24-hour security and dedicated customer car parks. The marina also boasts a bar/restaurant, an active Yacht Club and a well-stocked chandlery. So it is not surprising that Chichester Marina, which is owned and operated by Premier Marinas, has been awarded the Yacht Harbour Association's Five Gold Anchors Award.

Visitor and Berthing Guide:
Chichester Marina
Telephone: 01243 512731
VHF Channel: 80
chichester@premiermarinas.com
Locking: general locking
procedures apply.
Handy fuel berth with fuel at cost.
Full service boatyard.
www.premiermarinas.com

Boats ordered at Southampton Boat Show between 14th to 23rd September and delivered in 2012 will come with one year's complimentary berthing at Chichester Marina. Contact Princess Motor Yacht Sales or +44 (0)1489 557755 or email sales@princess.co.uk for further information. Terms and conditions apply.

Princess Motor Yacht Sales AT YOUR SERVICE

From handover and training to spare parts and moorings, Princess Motor Yacht Sales provides you with a range of services that covers every aspect of Princess ownership.



After Sales & Service

The single greatest influence on whether a customer will return to a place of business is the degree of personal attention received before, during and most significantly after the sale. At Princess Motor Yacht Sales we are committed to customer service. We understand the importance of being able to provide a fast, friendly, efficient and reliable service.

We achieve this via our office network located in key areas of the market place. These offices not only provide sales, but also employ people dedicated to providing the best possible after sales support giving Princess owners professional back up that's delivered with a personal touch.

Together they provide the first point of contact for customers who require assistance, support or spare parts for their vessels.

These people are mobile, so when required, they can travel to deal with any issue where the boat is lying.

Spare Parts

Our Princess Parts department based in Plymouth has a wide range of Princess boat parts in stock. Through our industry contacts we have access to all of the boat parts for the new Princess models and are still able to obtain many of the spares for the older Princess models.

Customer Handover

Taking delivery of a new Princess is an exciting time. We pride ourselves in providing an excellent handover programme so customers can be confident of the support they receive.

Depending on their degree of experience, we will provide a complete process of tuition, familiarisation and handover to make sure that they are satisfied with the service provided.

The day the keys are handed to you is not the last day you will hear from us! From that day onwards, each Princess Motor Yacht Sales office works as part of a team so wherever you go in the world, you will never be far from a Princess technician who has the skills and knowledge to continue the support your new boat deserves.

CAT® GLOBAL CONCIERGE SERVICE



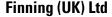
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To find out more, contact Finning, the sole Cat dealer in the UK, call +44 (0)1202 330700 or email psmail@finning.co.uk.



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Princess Ya

During 2012 Princess Yacht Charter has already generated over €1,800,000 of charter sales for its customers around the world. We have secured over 100 days of charter business solely for our Princess yacht owners, in which we specialise.

We have again this year surpassed our clients' expectations and are seriously looking for new Princess yacht owners to place their yachts under our charter program. The demand for Princess yachts to charter currently outstrips our ability to supply, being part of Princess Motor Yacht Sales and able to draw on all the experience and skills it holds ensures excellent exposure and great advice when it comes to chartering your Princess. We can help make a significant contribution to the costs of running your yacht through a tailored level of charter income to suit your needs.

We are proud members of MYBA (Mediterranean Yacht Brokers Association) the most significant trading standards and promotional body in the world of Yacht charter. As a result we also have access to the largest and most comprehensive worldwide Intranet trade database, 'MYBA net' helping us to bring owners and charter customers' requirements together.

We have access to over 50 Princess Yachts around the globe for charter and here is a selection of Princess yachts available.

To experience our services from either an owners' or a charter customers' perspective please don't hesitate to contact Laurent Le Brun.

Princess Yacht Charter
64 Grosvenor Street
Mayfair
London W1K 3JH
T: +44 (0)207 499 5050
F: +44 (0)207 491 7458
E: info@princessyachtcharter.com
W: www.princessyachtcharter.com



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Monaco





ROUGH DIAMOND

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Cannes





cht Charter

3M

Princess V78 Build 2010 8 Guests in 4 Cabins 2 crew from €35,000 per week Croatia





EUPHORIA OF LONDON

Princess 72MY Build 2010 8 Guests in 4 Cabins 2 crew from €30,000 per week St Tropez





PANTHERA COVE

Princess 72 Build 2012 8 Guests in 4 Cabins 2 crew from €32,000 per week Corsica



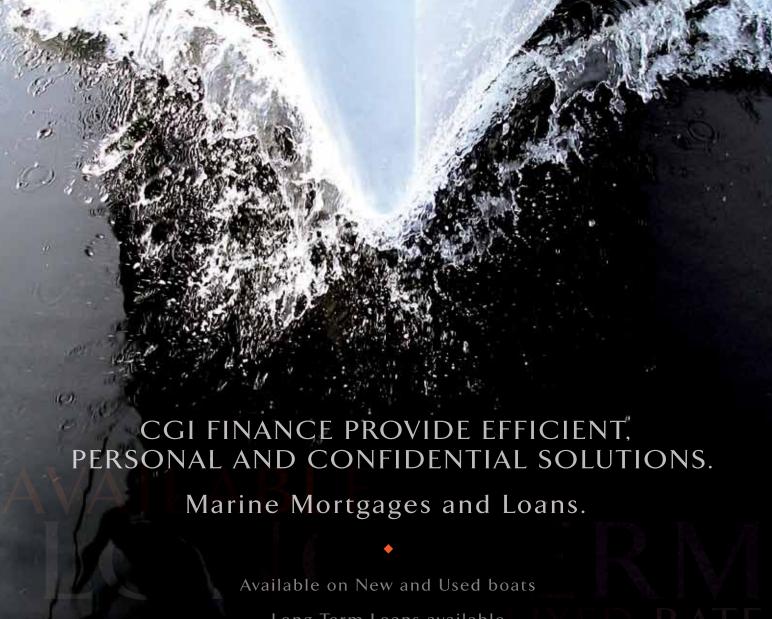


G FORCE

Princess 62 Build 2007 8 Guests in 4 Cabins 2 crew from £12,000 per week UK







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LEADING THE WAY

Resin infusion at Princess - A world leader in vacuum moulding, Princess builds the world's lightest, strongest and most durable motor yachts – as well as the most elegant.



Looking more like set decorators on a science fiction movie than craftsmen skilled in the art of modern yachtbuilding, two technicians work to prepare the huge hull mould of the Princess 40M at the shipyard's South Yard complex.

Pioneered in the aerospace industry, vacuum-moulding brings the combined benefits of increased stiffness and significantly lighter weight, as well as better quality laminates than traditional hand lay-up.

Princess Yachts has adopted resin infusion techniques throughout its product range, from the recently introduced V39 sports cruiser to its 132ft flagship.

A lighter and stiffer structure means higher performance, superior handling and longer range – and the benefits are not just structural. By virtually eliminating styrene emissions, it is a system which also brings measurable environmental benefits, both inside and outside the assembly plant. Some 95 per cent of the 40M's mouldings are produced using this cutting-edge technology and a similar proportion of those on the 105ft 32M motor yacht.

Special low-viscosity polyester and vinylester resins are used, along with non-crimp fabrics, laid out according to design blueprints in an open mould, then sealed beneath an air-tight membrane.

An intricate web of pipework leads into every corner of the structure, as resin is drawn through the fibreglass layers by a powerful vacuum. Such is the precision of the process that exact quantities of resin can be matched with the correct volume of fibre in a single, tightly controlled process, to ensure that each lamination – like every other aspect of a Princess – is absolutely flawless.

Princess V39 successful handover!

Princess Motor Yacht Sales is proud to announce the successful delivery of its first Princess V39.

The customers took delivery of the boat at the Plymouth office based in Sutton Harbour, where the sun was shining momentarily, which was fortunate knowing that the boat was going to make its way by sea to her new home in Estonia.

Taking full advantage of the favourable weather front, the delighted new Princess owners made their way from Plymouth to the PMYS sales office in Swanwick Marina in Southampton where they had a beautifully designed back lit name fitted.

Shortly afterwards, with her new flash stern lighting she made her way along the coast to Brighton to pick up some extra crew and off to Estonia. Onboard for the duration were the owner's wife and daughter who smiled the whole way!

The launch of the Princess V39 in London this year has been a triumph for Princess Yachts. With a list price below £240,000.00 ex VAT, its smallest vessel for over a decade has proved very popular.

Acclaimed by the press, the Princess V39 has been reviewed in the latest issue of Motor Boats Monthly with excellent results. As well as a very striking front cover image of the boat, the magazine has devoted a full 8 pages to a thorough review which

makes for extremely positive reading. Staff at PMYS are already very excited about this boat, and with good reason. With comments like "The new V39....is the new jewel in the boating crown" it is clear that Motor Boats Monthly are equally impressed with her too..

The boat is now in her home port in Estonia with a very happy owner and family!



Burton Waters Boat Sales set for expansion after signing landmark deal with Princess Motor Yacht Sales

Burton Waters Boat Sales, the familyrun east coast boat dealer, is forging ahead as one of the premier dealers in the luxury motor yacht market after signing a partnership with Princess Motor Yacht Sales.

The deal is a natural progression for Burton Waters, which has been in the boat sales and brokering business for over 25 years and is one of the largest dealerships in the UK.

Adam Cox, Sales Director at Burton Waters, said: "The agreement with Princess Motor Yacht Sales is a natural fit for us. Both companies are family owned and run and we have been deeply impressed with Princess' long-term strategy, relentless new product development and commitment to excellence. I am convinced that Princess, owned by Louis Vuitton Moet Hennessy Group, is now the top brand in the ultra-luxury yacht market."

The company will sell the entire Princess range, including the Flybridge, V Class and magnificent new M Class super-yachts. Roger Lipman, Sales Director of Princess Motor Yacht Sales, said: "I am delighted to announce this deal with Burton Waters. It considerably strengthens our distribution in the UK and will undoubtedly improve our market share in this key territory."



Adam Cox - Sales Director

PRINCESS MOTOR YACHT SALES EMPLOYEES RUN PLYMOUTH HALF MARATHON



Two employees at Princess Motor Yacht Sales joined the 5,100 runners in this year's Plymouth Half Marathon and raised over £800 for its 2012 charity of choice, the Children's Hospice South West.

Wendy Rowe, Despatch Manager and Steve Rowe, PDI Co-ordinator of Princess Motor Yacht Sales Plymouth set off on this mammoth 13.1 miles run on Sunday 3rd June. Children's Hospice South West cares for children with life limiting illnesses. The charity provides expert care and support to ensure that the children, their siblings and parents are able to enjoy what precious time they have together.

Attracting sponsorship from Princess Motor Yacht Sales work colleagues, family and friends, Wendy Rowe, Despatch Manager of Princess Motor Yacht Sales says: "I am always looking for different ways in which I can raise money for our chosen charity and the Plymouth Half Marathon seemed an obvious choice. I am very proud of my commitment to the Children's Hospice.

Princess Motor Yacht Sales has generously sponsored the runners and is proud to be able to help this very good cause.

PRINCESS GOING FOR GOLD!

Maybe Friday the 13th is unlucky for some but, as the 2012 official Olympic Torch Relay passed outside International Yacht Brokerage along West Quay Road and on to Poole Quay on Friday 13th July, the sun shone and John Watts, the Managing Director, was lucky enough to get in on the great occasion.

John Watts said: "It is a great honour to have the Olympic flame pass through our borough and we are thrilled such an inspirational person was selected to represent Poole on part of the route."



John Watts, the Torch Bearer: Drew Mcmahon, Danni Watts and dog Spencer



Impressive out-of water display at the festival of aviation



Princess Motor Yacht Sales showcased its extremely popular Princess V45 sports yacht at Aero Expo UK held at Sywell between 25 to 27 May 2012.

The V45 brings all the advantages of a larger sports cruiser into a compact size, complete with all the hallmarks of Princess; sleek flowing lines, voluminous interior, sporty looks and superb sea keeping. Offered with a choice of 370hp or 400hp Volvo D6 diesels, the Princess V45 is a sporty performer, recording speeds up to 38 knots on trials with the larger engines.

During this three day event, visitors to the Festival of Aviation were able to experience for themselves the luxury and quality craftmanship of the Princess marque under the expert guidance of the Princess sales team.

Commenting on the weekend, Richard Clarke, Sales Executive at Princess Motor Yacht Sales Plymouth said: "We were thrilled to be exhibiting our Princess V45 on dry land at the Festival of Aviation and to welcome so many visitors on board. Over the weekend we saw plenty of positive enquiries and we have enjoyed being involved in this event".

Princess Motor Yacht Sales will be engaging in many events in the course of the next 12 months, not least the London Boat Show in January 2013. Watch our website to see where Princess Motor Yacht Sales will be visiting during 2013!



OFFICIAL MERCHANDISE LAUNCHES

Princess Motor Yacht Sales is pleased to announce the launch of the new official range of Princess merchandise which has been produced in collaboration with the popular Italian marine clothing brand SLAM, internationally renowned for its diverse range of quality and stylish products.

The range is an exclusive collection of classic and contemporary, technical and lifestyle SLAM garments suitable for use on board or every day.

For further information, please contact our parts department **princess-parts@princess.co.uk** or telephone **+44 (0)1752 893031**.

New Princess office opening in PORT ADRIANO, MALLORCA

Princess Motor Yacht Sales announces the opening of its new office in the new exclusive and elegant, Philippe Starck designed, Port Adriano.



Port Adriano began redevelopment in 2009 and is now all new and complete. From a marina serving mostly boats up to 60ft after the addition of a huge new breakwater, it can comfortably berth yachts around 60+ meters. Only 10 miles up the coast from Puerto Portals, it offers a brand new stylish marina alternative for the whole Princess range up to the magnificent new 40 Meter model.

Due to open in Spring 2013 the state-of-the-art new office will allow the Princess team in Mallorca to better serve its existing clientele and continue its expansion efforts while providing a prestigious office environment where its highly-trained sales and after sales team can continue to answer the challenges presented by today's rapidly expanding Princess model range.

Established for over 15 years,
Princess Motor Yacht Sales'
office in Puerto Portals will
continue to thrive under the
direction of Nigel James, Sales
Manager in the Balearics.
Nigel is well known as
someone who understands
Mallorca and Princess. With
over 15 years' experience, he is
totally committed to supporting
Princess owners by providing

the very best in new and used boat sales, service and customer care.

Both offices will co-operate to help Princess owners with every aspect of their boating requirements, from two locations with very different character, one solution for all motor cruising requirements on the island can be met.

All phone numbers and email addresses will remain the same. To reach the main office please call +34 971 676439 or email baleares@princess.eu.com www.portadriano.com

PRINCESS 40M PROJECT

The largest production yacht ever launched in Britain, with the largest resin-infused hull ever moulded, the new Princess 40M has been making headlines ever since Princess announced plans for her some three years ago. Now, after a successful schedule of commissioning and compliance to Class and Flag in Plymouth, hull #1, Imperial Princess, is cruising majestically around the Mediterranean.

Keith Willis, the independent Yacht surveyor and the owner's Marine consultant for the project, tells us the build story of this magnificent boat.

"Right from the start when my possible involvement with the Princess 40M project was broached, I was really interested, not because of the size of the vessel as I have completed build supervision on a number of yachts of similar size or bigger. It was the fact that it was with a yard that had never before been associated with this type of vessel and it was a UK yard. Numerous Italian yards have been building this size of vessel for years and while a project is always interesting, not many of them are quite as exciting as this one.

Right from looking at the renderings and the scale model it was obvious that the finished vessel was going to look superb and the standard specification was impressive.

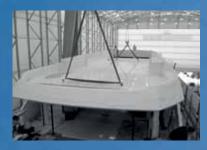
There were obvious challenges though; I had never really done much with Princess Yachts directly and one of the most important things to achieve in any project is the trust and respect of the people that you will be working with for a couple of years and I felt welcome and part of the team almost immediately.

As this was the first tri-deck Princess it also required new facilities in which to build the yacht and in January 2011, a purpose built hangar was erected on the Company's new South Yard site

capable of building two 40M's side by side. The hull infusion was already underway in the main factory and once complete would be floated the short distance to its new home. It was at this stage when you could really get a feel of the physical size of the vessel in comparison to anything the yard had previously built, the hull dominated the build shop and I found it very exciting that in a rather inauspicious unit in the main factory, a new era for the yard had begun.

With the hangar completed and the hull transported on site, the project really began to take shape and big steps forward happened on almost a daily basis. Of course there were the occasional issues with the assembly,





there always are on new projects, but on the whole it was as smooth as one could have hoped for with the first hull of a new concept.

From an engineering point of view the project had already begun on some excellent basic principles such as inspection hatches in the cabin sole mouldings were placed strategically to give the best access and all efforts were made throughout the project to maintain this line of thinking. There were some interesting challenges on the engineering front too of course. The garage door mechanism was a particular challenge, the brief was to create a drawbridge style door that created a vast 'beach club' environment when open yet concealed all moving parts so both aesthetically clean and safe for guests. This took longer than originally thought but the result





Another testament to the yard, was in the way they re-positioned both generators higher and further outboard to address our concerns with regard to service access. I was expecting this to be a major issue for them but it was done willingly because the yard agreed it was best for the project.

Christmas 2011 saw the paint contractors move in whilst the yard was on shut down, an operation that took a great deal of controlled preparation, so the first visit of the new year was a slightly tense affair for me – so high was the expectation. Again, I needn't have worried the results were exceptional and I would like to thank Nigel Clegg for his input during the paint program and of course the the paint contractors. Once finished, the colours and lines worked superbly well together I would defy anyone to say she is not a beautiful vessel.

The next major event was the first launch and the commissioning program which has to be a detailed and methodical sequence of events. As with all new builds, we gave the yard some breathing space to carry out its first sea trials. It is potentially stressful enough without the client's surveyor and captain watching your every move, but it was obvious by the big smiles from all parties that this initial sea trial was very positive – this was again impressive to see.

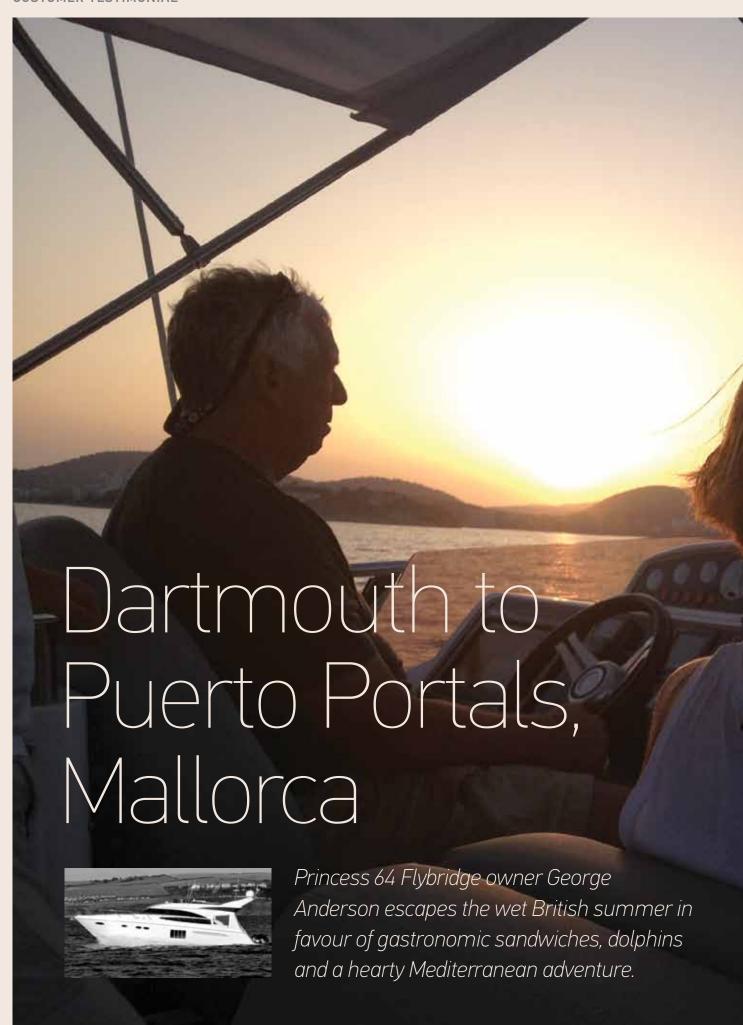


The weather at the end of the final push to completion seemed to conspire to make life as awkward as possible with no let up in the wind and rain, perhaps the only real downside to building in the UK, so when the day came for her to leave it was a truly special day, not just because we were leaving the weather behind, but because we had reached the completion of something very special indeed – a huge milestone in the history of a great British boat builder.

During her maiden voyage to the Med via Jersey it was the first time she had been truly offshore and we had a Force 4 to 5 Westerly with a decent 2 meter swell on the beam but the vessel handled the conditions well and we actually did a good part of the trip under full load which was very impressive doing over 21 knots in less than favourable conditions.

So as my involvement in the build and commissioning draws to a close I must express my thanks to everyone I have had the pleasure of working with at both Princess Yachts International and Princess Motor Yacht Sales. I have come away from this project feeling very proud of what we have collectively achieved – Imperial Princess is a truly magnificent vessel. I have also made some very good friends along the way so a very positive conclusion all round."

Article by: Keith Willis MIIMS (Dip Mar Sur) Yacht surveyor and Marine consultant IIMS MCA examiner



Sandra, my wife, and I planned to keep Anam Cara (Soul Mate) our Irish flagged Princess 64 flybridge in Dartmouth and use it to tour the South West, the Channel Isles and Brittany. However, three years of poor weather convinced us that we should try the Mediterranean, so just before midnight on 17th March, St Patrick's Day, 2012, we set sail for Puerto Portals, where we intended to keep her for at least a year. There were seven of us on board; a mixture of experience and eagerness. I had sought and received copious amounts of advice on preparing and completing the 2,000 journey, as my longest previous trip in the Princess was to Brittany.

The first leg, overnight to Camaretsur-Mer on the Bay of Brest passed off without incident and we arrived at the Camaret-sur-Mer marina at around 09:00 on Sunday 18th.

The next stage was to be the crossing of the, sometimes infamous, Bay of Biscay. The weather forecast indicated that it would be safer to wait until early evening before attempting the longest leg of the journey.

That evening we set out for La Corunna on the Spanish coast, a passage that would take 33 hours. Luck was with us and despite the time of year we enjoyed a very calm crossing, frequently accompanied by dolphins who would approach the boat at speed and then swim with us for 10 or 15 minutes at a time. The most difficult part of the journey was during the hours of darkness. During the entire 33 hours we sighted only four other vessels, and none during darkness. As a result there were no external reference points, and internal lights reflecting on the windscreens played tricks with our vision and caused a few false alarms. This problem was partly alleviated by judicious use of gaffer tape on all internal lights, the residue of which can still be seen on the boat.

We arrived into La Corunna midafternoon on Tuesday 20th after yet another meal that would have graced a good-class restaurant, we set off (one hour later) on the third leg of our odyssey, overnight to Figueira Da Foz, south of Porto on the north Portuguese coast. On arrival at 10:20 on Thursday the 22nd, the port officials were delightful and all of the paperwork was completed without fuss. Unfortunately, the fuel pump was clearly not up to supplying such a large quantity of fuel and broke down frequently. Eventually, the very apologetic refueller had to strip off the covers of the pump and constantly mop the overwrought motor with a damp cloth. Four hours later we slipped our ropes and headed for Vila Moura on the south coast of Portugal. We arrived into a very quiet marina at 07:00 on Friday 23rd March. We awoke the following morning to weather reports of 30 to 40 knot winds coming out of the Straits of Gibraltar that were forecast to last for the next seven days, a prediction that unfortunately proved accurate!

After our 7 days, we continued our trip and headed towards Gibraltar. Initially this was the roughest part of our journey, as the weather forecast wasn't very accurate and we endured rough seas for the first four hours, after which it calmed down and the night passage passed by without incident. We arrived in to Gibraltar early on Saturday morning 31st March and although it was great to see the Rock, and at the same time, the African coast, Gibraltar left me underwhelmed. At around mid-day we slipped our mooring and headed for Cordoba on the penultimate leg of our journey. The passage passed off uneventfully, but my activities over the last two weeks were beginning to catch up with me and I found the night watch into Cordoba somewhat gruelling. Arriving at Cordoba at 02:15 on Sunday morning we started

refuelling on the self-service pump. I prepared bacon and Clonakilty black pudding sandwiches, and despite other more ambitious gastronomic delights that had been enjoyed during the trip, these were voted the culinary highlight of the entire journey. Anam Cara set out on her final leg to Puerto Nous at 03:30 on a calm sea and under a clear sky. The leg proved uneventful and the conditions were superb. The Mallorcan coast hove into view at around 11:00 and we docked at the marina at 12:40 on Sunday 1st April. This was my first experience of berthing Med style, stern to and up close and personal. I was glad to have Alex Cleverly, a very experienced skipper, on board and was happy to watch him perform the necessary manoeuvres.

Throughout the 2,000 mile journey our Princess 64, Anam Cara, behaved impeccably, providing us with a safe, luxurious passage from South Devon to Mallorca. We travelled in comfort without a single hitch, and although the sea conditions were generally benign, when we did experience rough conditions she coped admirably. She is now at home at the magnificent marina at Puerto Portals and we have already have had two trips out to her. She has provided us with a wonderfully comfortable place for us and our family and friends to stay, and has already provided us with some magical cruising around the island.

To sum up, it was a superb experience taking the boat from Dartmouth to Portals. At times the journey threatened to repeat large chunks of the film Planes, Trains and Automobiles, but it proved to be a unique and memorable trip. Would I recommend the Princess 64 and a trip in it to the Mediterranean? Absolutely!

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Owner and Director, Nick Rice, has been associated with the Princess brand for the past 9 years in Jersey. He set up Quay Boat Sales Ltd 2 ½ years ago and Nick is 'hands on' in sales and marketing of all new Princess Motor Yachts as well as brokerage boats on his web site www.quay-boats.com which specialises in mainly ex-VAT Motor Yachts.

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The International Yacht Centre in Bad Oeynhausen stands for know-how in the boat business. Our employees and owner have years of experience in the marine leisure business and take pride in the Princess brand for Germany.

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