

MY PRINCESS



From Plymouth to Palma with Love

Princess X95 retrofit

Diverse & Magical Mallorca

Cruising spotlight

New Charter Yacht

Princess Y80 M/Y Lumi

Preparing Your Princess

Jon Mendez advises

Fractional Yacht Ownership

Yacht Quarters' new Princess Y72



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WELCOME

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Dear Princess owners and enthusiasts, I am delighted to welcome you all to the 25th edition of My Princess magazine. With the promise of the coming season on the horizon, I'm sure everyone is making plans for cruising and spending time on the water.

It was, as always, a real pleasure to welcome guests on board at the boat shows last year, starting with the popular Palma International Boat Show in Mallorca and

our home-grown British Motor Yacht Show to name a couple. We also met new and familiar faces at the beautiful Cannes Yachting Festival to unveil the all-new Princess Y80 and Y95. And then at the well-renowned Southampton International Boat Show where our display was headlined by the Princess X80 'superfly' mini superyacht and the UK debut of the Princess S72. We welcomed many visitors to the impressive boot Düsseldorf, with an exceptional eight-yacht line-up including the show debut of the Princess X95 which was also the largest yacht at the show.

I am also delighted to announce that during the week of boot Düsseldorf, the expansive Princess X80 won a prestigious Motor Boat Award in the Custom Yachts category – another truly wonderful yacht that Princess has designed, creating incredible space within an 80-foot yacht.

In this issue we shine a spotlight on cruising in Mallorca with top tips from our team based in the beautiful Balearics. We highlight a retrofit project on board Princess X95 M/Y Torsa which has transformed her into a real home-from-home for extended time on board. We also take a closer look at new yachts S65, S80 and V65, along with the Y80 courtesy of Alex Smith from Motor Boat & Yachting. And we're very proud to introduce you to the latest addition to our central agency charter fleet - Princess Y80 M/Y Lumi and a brand-new Princess Y72 joining our YachtQuarters fractional ownership programme.

Captain Sokratis Fani gives us the inside scoop on life onboard our eye-catching charter yacht, Princess 30M M/Y ANKA which is moving to Greece this season. And we introduce our new day charter in collaboration with the Harbour Hotel in Southampton.

We also meet Alan Knight and the team in our Southampton office based at Premier Marina's Swanwick facility on the stunning River Hamble, and hear about his recommendations for discovering the south coast. While Princess V40 owner, Mike Oliver, tells us all about his journey in yacht ownership and the joy of boating with his family and friends. To ensure a successful start to the boating season, Princess' friend and YouTube's 'How to...' star Jon Mendez provides his wisdom on servicing your yacht.

There's lots of 'dates for your diaries' including boat shows and social events across Europe, so we hope you'll join us as part of the Princess family. And we'd be most grateful if you'd be able to spare a little time to complete our customer satisfaction survey which is invaluable in enabling us to improve our service and your yachting experience with us.

I'd like to take this opportunity to wish everyone a wonderful season on the water and look forward to seeing you soon.

Colin Capewell,
Managing Director, Princess Motor Yacht Sales

EVENTS

Review 2023

Mallorca Classic Car Rally

7th – 9th March

The team in Mallorca took the Princess F70 YachtQuarters boat to Puerto Portals marina to welcome visitors on board for a coffee at the Classic Car Rally.

UK Season Opening Soiree

Isle of Wight, 15th April

Princess Motor Yacht Sales customers based around Southampton were invited to kick-start the summer boating season with a cruise from Swanwick Marina to Cowes Yacht Haven on the Isle of Wight. Everyone enjoyed welcome drinks on the roof top terrace of the Globe followed by a delicious three-course hot rocks meal.



Cocktail Evening

Mallorca, 28th April

Celebrating the start of the yachting season with the wonderful Palma International Boat Show, Princess Motor Yacht Sales invited customers to their Puerto Portals office for a cocktail soiree featuring a DJ and flamenco dancer. Over 80 guests enjoyed the music, Italian tapas and drinks and lots of chatter.

Sail & Drive

Plymouth, 5th – 7th July

The Turnchapel, Plymouth team worked with sister brand Rybrook Automotive and third-party South West luxury brands to offer their clients an exceptional opportunity to board the recently launched Princess S72 for a half day cruise and test-drive a luxury sports car. Approximately 30 guests enjoyed sailing and driving in perfect sunny conditions and a delicious three-course buffet and hospitality at the Turnchapel showroom across three days.





Mallorca Customer Rendez-Vous Camp de Mars, 21st July

During the height of summer in the Balearics, 90 Princess Motor Yacht Sales customers met at Camp de Mars either by yacht, led by the Princess F70 YachtQuarters boat, or by car for a lunchtime rendez-vous. Princess owners were transferred by water taxi to the exclusive beach club restaurant, Maria Five, followed by an opportunity to trial a range of water toys including jet boards, Flite boards, Seabobs, underwater scooter, paddle boards and even an electric sofa! A fabulous action-packed day was enjoyed by all.



Cala D'Or Cocktail Reception 11th August

Taking place at Bocana restaurant, this was a wonderful evening for local customers in the South East of Mallorca to meet up and swap stories over drinks and tapas whilst dancing the night away to a live DJ.



UK Customer Rendez-Vous
Deauville, Normandy, France,
16th – 20th August

Once again, the main high-season cruise for UK customers involved a cross-channel passage from Swanwick Marina to northern France. Captain Jon Mendez guided 14 Princess yachts, their owners, families and friends safely to the picturesque and chic French resort of Deauville. The Deauville Yacht Club hosted the welcome dinner and the commodore, Eric, was instrumental in helping to organise the unique day at the races along with renowned horse trainer and jockey, Phillippe Van de Poele. Deauville is famed for the glamour of the American film festival but also steeped in equestrian heritage from polo to horse racing and horse training, so guests enjoyed a full hospitality day at the beautiful Clairefontaine racecourse with a private lunch beside the track for an up-close view of the action. Guests also had the opportunity to spend a couple of days exploring the chocolate-box town with its fabulous restaurants, bars, luxury boutiques and vast beach – those early birds even witnessed the horses being put through their paces beside the sea.





UK Season Closing Soiree

Beaulieu, 14th - 15th October

To celebrate another exceptional season on the water, the Swanwick team invited Princess Motor Yacht Sales owners to take a scenic cruise up the stunning Beaulieu River to Buckler's Hard Yacht Harbour, where 14 yachts, their owners, family and friends berthed for the night. The evening included welcome drinks, followed by a delicious three-course meal at the Master Builders restaurant.



Join the Princess Motor Yacht Sales family, choose from a wonderful selection of rendez-vous, events and cruises this year and register your interest online: www.princess.co.uk/category/events

FROM PLYMOUTH TO PALMA WITH LOVE

Many owners like to adapt or upgrade their yachts to fit their lifestyle and be an extension of their own homes, both in terms of functionality and style.

“

We're new to yachting and decided to go for a large yacht thanks to the support and guidance of the brilliant team at Princess and we are absolutely loving it. The whole process from purchase to retrofit and delivery went really well with outstanding service from everyone. Due to the spacious layout and additional retrofit items, it's a real home-from-home enabling us to work remotely with ease. This means we are able to spend more time on board enjoying our yacht and of course the glorious climate in the Mediterranean. It's truly exceeded all of our expectations. ”

Lee Simon, owner of the Princess X95 M/Y Torsa

And the proud owners of a stunning new Princess X95 were no exception, so the dedicated retrofit team at the Turnchapel facility, across the water from the Princess Yachts HQ shipyard, were delighted to take on the project.

New to yachting, the owners had an extensive list of specific retrofit requirements to enable them to live aboard for longer periods of time as a true home from home, including technical capabilities to enable them to continue to run their business remotely.

The highly skilled Princess-trained in-house team sat down with the owner and captain to discuss their needs, which presented some challenges, and then reverted back with a range of solutions. As with all retrofit projects, there were many types of systems and approaches to suit the customer's requirements, budget and location. The retrofit team can even fly out to your boat anywhere in the world to carry out works.





Wi-Fi

Installed a marine mobile data system concealed within the domes/antennas with a series of SKY Q boxes throughout the boat for a cellular and Wi-Fi network upgrade to 5G. Sky television was fitted throughout the accommodation. Installed an A3 printer linked to Wi-Fi for business purposes.

Sky television on the flybridge

Fitted an all-weather splash resistant television on the aft flybridge deck. Produced a bespoke stainless steel flush floor mounted bracket and adjusted the teak deck accordingly to accommodate the television bracket. Television is connected to fast internet for video streaming – perfect for cinema nights under the stars.



Backlit name

Produced a tailor-made back-lit name plate which compliments the underwater transom lights.

ElectroSea

Installed an ElectroSea CLEARLINE system to help prevent marine growth by maintaining raw water lines and keeping strainers cleaner for longer.

Beach club and engine room

The owner had the transom fitted out as a beach club and wanted additional floor protection and carpet fitting. And behind that is the engine room, where the owner requested having a work bench fitted.

Crew cabin screen

To enable the captain to keep an eye on things 24/7 without needing to visit the bridge, the team fitted a multifunctional Raymarine display screen in the crew mess.



Bon voyage!

The hand-over from Richard Clarke, Aftersales Business Development Manager at Princess Motor Yacht Sales, Turnchapel, to the new captain of the Princess X95. M/Y Torsaa was then shipped to Mallorca for the summer 2023 season.

With special thanks to Gary Nicholls for leading his exceptional team, and taking these beautiful photographs on Summer Solstice 2023 in Turnchapel, Plymouth.

Princess X95 M/Y Torsa's First Season Afloat

ISLAND HOPPING IN THE BALEARICS



Having completed their first season in the Balearics, *My Princess* magazine caught up with the captain of the Princess X95 M/Y Torsa, at Port de Mallorca Marina in Palma. 'We've had an amazing summer cruising around Mallorca and hopping over to Ibiza and Menorca. The Princess X95 has performed exceptionally well, whilst providing all the home comforts and technical needs for the owner', says Captain Gareth.



The owners enjoyed exploring the beautiful and diverse coastline, firstly heading west around to Cala Tuent just past Port de Soller. Portals Vells was deemed the loveliest part of Mallorca, a quaint little Spanish village with a sandy cove and caves, along with Cap de Formentor with its pine-backed beach and breathtaking views of the mountains. Mondrago National Park with its stunning beaches, aqua waters and wonderful wetlands, plus the archipelago of 19 islands that make up the Cabrera National Park was jaw-droppingly stunning. Taking in picturesque Cala D'Or and Puerto Christo on the south east coast, they then made the short hop from Porto Colom to Menorca to take a look at the sleeper of the three Balearic Islands.

And for that taste of the Maldives in the Med, Ibiza's little sister island of Formentera, where the owners could enjoy swimming in tranquil turquoise waters that lap gently onto powder white sand on this unspoilt slice of paradise. This was truly a summer of island hopping in the Balearics at its best, whilst enjoying the benefits of a superyacht home-from-home and being able to continue to run their successful business from the exquisite Princess X95. If you're searching for work life balance, or should it be, life work balance, then this is it.



RETROFIT MORE NEWS

Bespoke passerelle - Princess F45

The retrofit team at Princess Motor Yacht Sales in Turnchapel took delivery of the new yacht and produced and fitted a bespoke electro-hydraulic passerelle as per the Princess Yachts specification and option with the Princess-trained in-house team of experts. It involved removing some of the GRP in the transom to accommodate the folded passerelle, installing electronics, cabling and technical systems.

Teak flooring - Princess F50

This customer wanted to change the carpet in the main saloon and replace it with beautiful v grooved teak flooring. The retrofit carpentry team based in Turnchapel created a bespoke template to design, produce and fit this stunning new natural wood flooring.



Introducing Mark Brown

The well-established retrofit team in Turnchapel, Plymouth is delighted to welcome Mark Brown back to the business as Retrofit Technical Sales Manager. With nearly 30 years' experience with the Princess range of yachts, Mark brings a wealth of expertise and knowledge.

Mark says, 'For those who aren't familiar with our facility here in Plymouth, we offer first-class retrofit & aftercare services to yacht owners – just across the water from the Princess Yachts HQ. We have a product showroom, a large customer meeting room, an engineering and carpentry workshop, a GRP/paint shop, parts department, berthing and hard standing. We can also take care of all interior design and soft furnishings.'

For further information on bespoke aftercare and retrofit visit:
www.princess.co.uk/aftercare/pmys-individual/
or email: individual@princess.co.uk or call +44 (0)1752 393311.

NEW
YACHT

PRINCESS

S65

An exhilarating addition to the Princess Yachts S Class range; the Princess S65

Celebrating 10 years of the S Class



Joining the S80 flagship - welcoming the all-new Princess S65. Since its inception 10 years ago, the Princess S Class range has delivered a sublime combination of sports yacht styling and breathtaking performance with the sumptuous space and comfort of a flybridge yacht. The Princess S65 follows the distinct S class personality defined by its S hull graphic, strong graphical canopy features and powerful bulwark haunches.

With a sleek exterior profile featuring graphic styling, the S65 balances dynamic form with breath-taking performance.



Designed by the in-house Princess Design Studio in collaboration with naval architects Olesinski and Italian design house, Pininfarina, the S65 features a sleek, low-profile exterior that gives it a powerful, sporting stance. So much so that it almost completely hides the large sports-bridge above. Her clever design means there is still enough room to accommodate a large sunroof, which, when opened, fills the saloon and lower helm with light and air for those open boating, 'wind in the hair' moments.

The 'life outdoors' theme continues into the generous and flexible aft cockpit which inspires relaxation and al fresco dining. She is equipped with twin MAN V8 1200 or V12 1400 engines, giving a maximum speed of 36 knots providing the exhilaration expected from the sporty S Class models.

The S class has opened Princess up to a thrill-seeking audience searching for speed, fun, and excitement but who refuse to compromise on space and flexibility. These yachts are about feeling connected to the water, bringing loved ones together and

cruising in ultimate comfort and style. They exemplify all the ability, quality and design expected from a Princess and inject a unique level of performance, style and on-water attitude.

Design

'Defined by Princess' sweeping design language and sculpted exterior surfaces, the S65 illustrates a prominent yet sophisticated presence', says Andy Lawrence, Executive Director of Design and Marketing at Princess Yachts. 'Maintaining that low-profile, powerful stance while accommodating a spacious flybridge is a crucial element of the S Class design and I am delighted that we have created something that still looks sporty but provides more space on board than we have ever had in this size range.'

Aft, you are met with her teak laid Electro-hydraulic bathing platform and a garage to store a tender of up to 3.3m, with electro-hydraulic door and tender launch system with electric winch. The cockpit features U-shaped seating and dining area with folding teak table, and aft sunpad. A cockpit countertop to port connects to the galley countertop separated by an upswinging door which, when open, seamlessly connects the inside with the outside. There is an optional top-loading cool box, storage cupboard and to starboard there is also the option for either a servery unit, including 100l drawer fridge and bilge locker, or an L-shaped aft facing seat including bilge locker.



S65 Main Deck

Leading to the flybridge is a stairway with teak step treads, opening up to her spacious sportsbridge deck on which owners can experience the S65's immaculate handling and comfortable ride with undisturbed views. Featuring an optional table with infill cushions that can be transformed to create a large sun bed means guests can relax in comfort whilst enjoying the smooth ride that the S65 offers. The sportsbridge helm station features twin helm seats and dual station instrumentation and controls. To starboard is a large U-shaped upholstered seating area with storage and teak double-fold dining table with built in drinks holders for added practicality.



Moving inside, the sociable deck saloon offers a versatile environment to kick back and relax, featuring a U-shaped sofa with crockery drawers, coffee table, and sideboard unit with bottle and glass storage, providing sufficient places to store kitchen and homeware. Opposite the saloon seating area is a 55" UHD LED TV on rise and fall linked to Marine audio system to provide a state-of-the-art entertainment system. Looking forwards, the dinette features an L-shaped sofa with folding dining table and cup holders, plus a stainless-steel framed sliding door to the cockpit with integrated hinging window aft of the galley. The well-equipped open plan galley seamlessly connects to the saloon, featuring a full height fridge/freezer and twin sinks.

The foredeck offers a truly unique cruising experience with a U-shaped seating area and walk through, as well as a sunbathing area with twin sun beds – a perfect environment to relax alfresco with family and friends.



Below deck, the S65 accommodates eight guests across four cabins, with the option of an additional crew cabin aft, with separate WC and shower. The full beam master stateroom makes full use of the generous beam, featuring a large double bed with drawers below, twin bedside tables, and walk-through wardrobe area.

S65

Find out more about the all-new Princess S65 online;
www.princess.co.uk/boat/princess-s65

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Owner's Story

Mike Oliver and his Princess V40

What's your boating history?

My brother and I grew up around boats as our dad's business was producing upholstery and soft furnishings for private craft on the south coast based in Southampton around the 70s and early 80s. Through his contacts we landed up with a Sabre 27ft sail boat and later a Natant 23ft displacement hull motor boat. We also sailed a Mirror dinghy together as

youngsters and in our late teens we refurbished speedboats whilst using them ourselves before selling them on.

We had quite a gap then playing lots of cricket, getting married, having kids, running the same business together and steering it into refurbishing cruise ships & ferries.



When life had settled down slightly and the kids were capable of clambering around a boat safely, we shared a Sealine 28ft Bolero moored on the river Hamble. We kept her for 4 years until business and family life took over again, we just didn't have the time.

Another gap until our kids were teenagers and we decided again to share a boat and this time in the form of a Renegade 7.20m RIB based in an Itchen River dry stack. This suited our current lifestyle brilliantly as the kids were the right age for really enjoying the rough and tumble and we still didn't have loads of spare time as we were running the business. The boat was a great RIB and this spell lasted 10 years until we finally had a little more time. My brother went the sailing boat route in the form of a 37ft Jeanneau and I wanted to stick to motor boats!

Why did you choose a Princess and why the V40?

Once my wife (who didn't grow up around boats) saw our friends passing us on the Hamble in their 38ft motor boat wearing just swimmers whilst she was clad in a full waterproof suit and a woolly hat, she decided we should upgrade to something dryer, warmer and just a little bit more comfortable. Music to my ears so I went on the hunt! Like most blokes, I love the research as much as actually buying whatever it is we're buying but this was at another level. I loved the process and already had a good idea that I wanted a Princess V40 - I just had to sell it to the boss. My main responsibility in our business was finding the work so I used all my experience to get this one across the line!





During a perfect day at Southampton Boat Show weather-wise, we viewed various brands with smaller and bigger boats before stepping onto the V40 to meet Richard Clarke from Princess Motor Yacht Sales in Plymouth. The V40 didn't disappoint and I could see Sue getting excited about the thought of sipping a G&T moored up in Newtown Creek watching the sunset! The process worked! Having the time and convenience to view other boats and compare them to a Princess within minutes of each other was invaluable.



The build quality of the interior fit out (something I know a bit about!) was head and shoulders above anything else we had looked at and comparing the designs of other brands proving the V40 seemed to have everything with a fantastic layout. Our boating was going to be a mixture of days out with friends in the Solent and going away mainly as a couple to the Channel Islands, West Country and France as we built up our





confidence. The V40 was absolutely perfect for that style of boating and not too much of a step for me having been used to manoeuvring a RIB for the last 10 years!

How has the boat performed?

We eventually took delivery of Happy Hour early 2021 with only a slight delay caused by the pandemic. Since then, we have clocked up 190 engine hours and the boat has performed brilliantly, never letting us down engine wise and giving us confidence to venture further afield. To me it's all about having confidence in the boat otherwise it becomes stressful and not enjoyable which defeats the whole idea of owning a boat in the first place. If my wife started to feel that was the case, I know our boating adventures would be over pretty quickly! Thankfully, our V40 "Happy Hour" has been solid in all departments. The twin engines give peace of mind whilst the joystick has made manoeuvring the boat pretty easy even when the tide is running and the wind blowing. She handles the weather well in the open sea and same again for a short cruise in the Solent with wind over tide. We couldn't ask for more from a 40ft boat!



What have been some of your recent yachting highlights?

We have had many overnight and small breaks around the Solent staying on the I.O.W in Newtown Creek enjoying the peace and quiet being close to nature to stays in Yarmouth and experiencing the buzzy harbour and great restaurants. The best trip for me though was just the two of us motoring to Weymouth for an overnight stop and then cruising down to Dartmouth for a three-night stop. We cruised back in one hit but the sense of achievement and the fun we had was just amazing!

Could you recommend a particular destination or experience to other Princess owners?

For me, joining the Princess rendez-vous with 11 other yachts is something that every owner should experience. The safety in numbers feeling and knowing you are travelling with the Princess team made up of experienced boating experts, marine engineers and like-minded people is just brilliant. We were lucky enough to cruise to Cherbourg for an overnight stop and then on to Guernsey for three nights before heading for home in one hit. That trip was invaluable for building confidence in us and the boat as well as having loads of fun and good food along the way!



What's the funniest thing you've experienced on board your Princess?

This has to be the moment in Guernsey one morning when the sun was up and the fleet were just beginning to stir, and for a laugh (trust me we don't take ourselves too seriously!), we were wearing the waffle bath robes embroidered with the boat's name 'Happy Hour' that Sue, my wife had ordered! Being the smallest boat in the fleet we had to make an impact somehow so we decided to sit at the back of the boat with our good friends Charles & Nicky who joined us for the cruise, wearing our matching robes having our first mug of tea for the day. You can imagine the stick and comments we received which was the general idea!!



What are your cruising plans for the future?

That's an interesting one - it probably depends who you ask in the household! We now have our first grandchild and I would love to encourage my kids and their families to join us on trips away for longer spells. I would always want us to handle the boat ourselves and be able to enter small ports like Yarmouth so I would never want go over a V55, which I incidentally think is a fabulous layout and design. With more guests you need more space and a must for me would be to have ensuite bathrooms for guests and if going further afield a bigger boat would cope with any unexpected nasty weather changes. We will have to see if I still have those sales techniques after 2 years of retirement!!

Find out more about the dynamic and adventurous Princess V40 online
www.princess.co.uk/boat/princess-v40/

Boat Show Reviews

Palma International Boat Show

27th – 30th April 2023

This growing yacht and superyacht show in the Balearics attracted more than 32,000 visitors to Moll Vell on the waterfront of Palma de Mallorca. With 270 brands exhibiting and 600 yachts on display across sail and motor, 250 of them in the water, this show was hailed a great success. Princess Motor Yacht Sales displayed the elegant Princess Y85, the F70 YachtQuarters boat, the Princess V55 and the R35.

‘It was a brilliant show again. Amazing weather and right next to Palma old town which is great for visitors needing hotels and restaurants across the road, against the backdrop of the stunning Palma Cathedral. Yachts are moored stern-to, so you see a lot of boats in a small area which creates an intimate and easy to navigate show’, says David Walder, General Manager, Princess Motor Yacht Sales – Balearics.



British Motor Yacht Show

11th – 14th May 2023



Back to its earlier slot in the calendar, the UK’s home-grown show, originally born of Princess, Fairline and Sunseeker, is now a key event in the boat show calendar. There were over 40 boats and 70 brands on display. Based at Premier Marina’s recently renovated Swanwick Marina in Southampton, on the upper reaches of the stunning River Hamble, the Princess Motor Yacht Sales team were delighted to welcome guests on board the Princess X80, the S62, F55, F50, V50 Deck Saloon and V40.



‘Southampton International Boat Show is the premier show for the UK and for Princess. It’s been very busy for us and a very successful show. British Marine has done a great job expanding the show and there’s more to attract people than ever before. The sunshine on the first weekend brought crowds of visitors and queues to view our yachts, and we’ve seen a record number of appointments made,’ says Jo Davies, Marketing Manager, Princess Motor Yacht Sales.

Cannes Yachting Festival

12th – 17th September 2023

Basking in the French Riviera’s sunshine against the beautiful backdrop of La Croisette in Cannes, Princess Yachts exhibited an exceptional range of yachts. Guests and press could witness the World Premieres of the Princess Y80 and Y95, plus the Show Debuts of the S72 and F65, along with the Y85, F45, V55 and V40. The show at the Vieux Port and Port Canto hosted approximately 700 yachts, from tenders to superyachts up to 50 metres in length, and welcomed 55,000 visitors and 592 journalists.



Southampton International Boat Show

15th – 24th September 2023

This much-loved show hosted by British Marine spans 10 days and offers a full range of marine exhibitors including motor yachts, sailing boats, dinghies, watersports equipment and apparel as well as presence from marinas, yacht clubs, associations and more. Well-known as a family-friendly show, it expands every year to be a truly engaging day out with lots of demonstrations, guest speakers, trials, refreshments and entertainment. Princess displayed 7 boats headlined by the sensational Princess X80 ‘superfly’ mini superyacht and the UK premiere and show debut of the S72, along with the S62, F65, V50, F50 and F45. Despite the high winds and torrential rain mid-show, 92,000 visitors still flocked to see the 650 craft, of which 350 were in the marina.

Boot Düsseldorf

20th – 28th January 2024

Kicking off the 2024 boat show calendar was the ever-popular boot Düsseldorf held in Germany. Once again Europe’s largest indoor boat show demonstrated its excellent international standing in the industry with 214,000 visitors from 120 countries. Princess was proud to exhibit an exceptional eight-yacht line-up including the show debut of the Princess X95 superyacht (largest yacht at the show), the Princess X80, Y85, S72, F65, F55, V55 and V50 deck saloon. ‘We were delighted to welcome guests on board at this incredibly successful show. As well as displaying our ‘super flybridge’ range, we were also thrilled to receive the Motor Boat Award for best Custom Yacht with the Princess X80’, Roger Lipman, Sales Director, Princess Motor Yacht Sales.

BOAT SHOW CALENDAR 2024

Discover the stunning displays of Princess yachts at one of the upcoming boat shows across Europe. The dedicated team at Princess Motor Yacht Sales would be delighted to welcome guests on board to experience the exceptional.

Windermere Boat Show, UK

5th - 7th April

South Coast & Green Tech Boat Show, Southampton, UK

18th – 22nd April

Palma International Boat Show, Mallorca

25th – 28th April

Barclays Jersey Boat Show, Channel Islands

4th – 6th May

Hamburg Ancora Yacht Festival, Germany

31st May – 2nd June

British Motor Yacht Show, Swanwick, UK

16th – 19th May

Vilamoura Boat Show, Portugal

8th – 16th June TBC

Cannes Yachting Festival, France

10th – 15th September

Southampton International Boat Show, UK

13th – 22nd September

Boot Düsseldorf, Germany

18th – 26th January 2025

Eurasia Boat Show, Istanbul, Turkey

February 2025 TBC



For the latest boat show yacht line-ups follow Princess Motor Yacht Sales on social media or visit the events page on the website: www.princess.co.uk/category/events where you can also register your interest to attend.

Princess Yacht Charter Partner with Harbour Hotels to Launch New Day Charter

Princess Motor Yacht Sales and Harbour Hotels recently launched an all-new day charter partnership, offering guests of Southampton Harbour Hotel & Spa the unique opportunity to explore the Solent by yacht. This marks a first for both brands, and is the latest addition to the longstanding partnership, offering guests a truly Best of British experience, and unrivalled access to the beautiful South Coast of the UK.

Guests of Southampton Harbour Hotel & Spa board the exquisite Princess F55 from the comfort of the private marina, Ocean Village, and set sail for a unique and totally bespoke day of cruising the picturesque coastline. The luxurious 55-foot motor yacht, crafted in Plymouth, UK, can accommodate up to 12 guests and reach a thrilling speed of 30 knots - the ultimate way to explore in style. Her contemporary style, bright and



neutral interiors and social spaces aplenty make the F55 the very best option for luxurious day charters. Guests can relax and soak up some British sunshine whilst enjoying the panoramic views from the flybridge, including the impressive sights of Southampton's Naval Docks, the majestic Napoleonic Forts, the Beaulieu River and the Needles off the Western coast of the Isle of Wight.

Bespoke itineraries can include freshly prepared al fresco lunches onboard, prepared by Chef Patron Alex Aitken and his team at Southampton Harbour Hotel & Spa, or an indulgent cream tea served at an idyllic anchorage. A dedicated Princess team consisting of shore-based crew, stewardess and a Captain, will be on hand to ensure the tailor-made day exceeds expectations. Guests can also opt to hop off and enjoy a stroll in the quaint maritime town of Cowes.

'We are incredibly excited to extend our world-renowned Princess charter offer to include bespoke day charters with our Princess F55 to enhance the ultimate staycation experience of Harbour Hotel guests, and look forward to growing this relationship in the future', says Joanne Davies, Princess Motor Yacht Sales and Princess Yacht Charter.



For further information about Princess Day Charter visit
<https://princessyachtcharter.com/daycharter/>

NEW PRINCESS YACHTS FOR SALE

AVAILABLE NOW WITH PRINCESS MOTOR YACHT SALES



Princess V40 Open



Princess V50 Deck Saloon



UP TO 38 KNOTS
4 BERTHS



UP TO 31 KNOTS
4 BERTHS



Princess F45



Princess F50



UP TO 31 KNOTS
4 BERTHS



UP TO 34 KNOTS
6 BERTHS

The friendly team at Princess Motor Yacht Sales, the largest distributor of Princess Yachts in the world, is happy to discuss your requirements and help guide you through your yachting journey, from choosing the perfect model, to finance and insurance, through to maintenance and aftercare. Our knowledge is your luxury.



EXPERIENCE THE EXCEPTIONAL



Princess S72



Princess Y72



UP TO 38 KNOTS
8 BERTHS



UP TO 34 KNOTS
8 BERTHS



Princess X80



Princess X95 Vista



UP TO 30 KNOTS
8 BERTHS



UP TO 21 KNOTS
10 BERTHS

Find out more online about our yachts available for immediate delivery:

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Visit us at our upcoming boat shows across Europe: **www.princess.co.uk/category/events**

Prices on application. Part exchange available. Models available correct at time of going to print.

DISCOVER

Cruising Spotlight

Diverse & M Mall



Magical

Orca

Welcome to the beautiful Balearic Island of Mallorca, the jewel in the Mediterranean Sea, and voted the best European place to visit for 2024, according to a recent Condé Nast Traveller report. She boasts rugged mountain terrains, breathtaking coastlines with stunning callas and anchorages and quiet hamlets juxtaposed with the vibrant buzz of Palma's old town featuring winding streets, charming architecture filled with tapas bars and restaurants in sunken archways, jaw-dropping boutiques, piazzas filled with al-fresco diners and live music. And with just a 2-hour hop by plane from the UK, it's easy to find a very agreeable climate throughout most of the year.



Princess Motor Yacht Sales has three offices on the island and has been taking care of Princess clients for over 20 years. With the luxury sector gaining momentum and investment in the development of infrastructure, marinas, boutique hotels, exceptional service and a new-found focus on sustainability, it's easy to understand why this island is so popular. Mallorca is renowned for being loved by the British and Germans, either as holiday-makers or second-home owners, along with French, Dutch and Scandinavian visitors, and there are now more Americans frequenting the island with a recently launched direct flight from New York with American Airlines.



“ Everything you’re looking for in life is on this island. ”

Nigel James

Cala D’Or is a low key white washed cosy marina holiday resort, while Port Adriano is a modern state-of-the-art marina with a double height glazed structure of offices and showrooms designed by Philippe Starck and is home to many superyachts. And Puerto Portals is an all-year round upmarket marina village with many alluring boutique shops and high-end restaurants undergoing redevelopment. The Argo Nautica group of Princess Motor Yacht Sales and sister company Argo Yachting also has an impressive aftercare and service centre facility in Son Bugadelles. Thanks to its offices and marina facilities, Princess offer new and used boat sales, aftercare & service, retrofit & upgrades, and of course advice on buying and selling along with finance and insurance options. Furthermore, many of its charter yachts are based in Palma and the popular YachtQuarters fractional ownership programme is based in Port Adriano.

Nigel James came to Mallorca to set-up the Princess operations some 22 years ago and is based at Puerto Portals Marina in the upmarket Calvia region just to the west of Palma Bay. The Cala D’Or office to the south east is led by Tracy Neale, who joined the company seven years ago with an automotive service background from Mercedes-Benz in Dubai. And David Walder joined the business in March 2022 as General Manager for the Balearics, having spent nine years living in bustling and entrepreneurial Hong Kong working for a multi-brand yacht dealership.

‘My Princess’ spoke with with Nigel, Tracy and David for an inside scoop on island life, best spots for cruising, land-based highlights, must-see events and how the island is changing.



The main season for the island kicks-off at Easter and runs until 31st October, ‘day of the dead’, or Halloween to most of us, and then many peripheral resort-style areas close. Having said that, December is pretty lively with many Christmas markets and fabulous festivities across the island, in particular Puerto Portals, and the Spanish celebration of the Three Kings which is held on 6th January. Temperatures are usually in the twenties during the shoulder season, with the peak summer holiday season in July and August known to hit the high thirties. January is calm with clear bright

skies and February is the coldest month. The winter is great for hiking, golfing and cycling – even the Tour de France Team Sky train in Mallorca.

From Cala D'Or, there are some incredible spots for boating such as Cala Mondragó and S'Amarador with two of the best Blue Flag beaches in Mallorca, part of the Mondragó National Park. A cruise from St Elm to Andraxt is stunning and the far southeastern tip at port Andraxt is renowned for its fabulous sunsets. 'Or, if you fancy a bit of island-hopping, you could reach Ibiza in about four hours on a Princess F50', says Tracy. He continues, 'and on a Sunday, my family and I like to take a drive to the Serra de Tramuntana, the mountain range which forms the backbone of North East Mallorca and stretches for nearly 90KM, and in some places you can see down to both



sides of the island. I love Valldemossa, a quaint stone village, and the mountains are great for a scenic walk, with the promise of a pit-stop at a restaurant for lunch!

If you're looking for that remote island feeling, cruise to Puerto de Campos and Platja es Trenc. According to Nigel its only just over an hour from Portals and is completely unspoilt, with nothing but incredible crystal-clear water lapping onto a long stretch of golden sand backed by sand dunes. Pick your weather, make sure there's no onshore wind or you can take your car, but be prepared to park, gather everything you need for the day and start walking. 'I also like Alcudia, its rather underrated, especially the authentic walled town which was the earliest settlement on the island being closest to mainland Spain.' He continues, 'Soller is both a real town and a holiday destination, it has something very special, it reminds me of a St Tropez vibe, and it's a safe and easy anchorage. You can also take the train from Palma to Soller and then change to the historic 1913 tram to Port de Soller.' Nigel also recommends



the Island of Cabrera, an uninhabited national park which is only about 1.5 hours away. There's no light pollution so it's awesome for star-gazing. You need to book a mooring buoy online in advance and you're not allowed to anchor. If it's deemed you haven't made a concerted effort to make the least impact possible with your anchor around Mallorca, thus destroying the seagrass, you will be fined.

Relatively new to Mallorca life, David likes to spend time at Illetas, it's incredibly picturesque, offering glorious beaches and calm turquoise waters for swimming and paddle boarding. There's a lovely beach club with a cool laid-back vibe called Balneario Illetas, serving wonderful weekend brunch all year round, and it's all backed by pines and palms – perfect for a relaxing weekend. 'I'm also fond of Orient, which is a valley in the mountain range, a sleepy little hamlet with a hotel and restaurant, its off the beaten track – not your typical holiday destination. There's a relatively easy hike from there up to a waterfall and back. If you want something more strenuous, there is the long hike up to the fortress of Alaró which takes about four hours there and back,' enthuses David. And in the North, there's Son Serra de Marina which is another sleepy village. You have to drive through amazing agricultural land to get there, its peaceful, it has nice restaurants, live music and a relaxed vibe that draws the affluent crowd.



Mallorca is alive with events and incredible sights almost all-year-round. There are car shows, rallies, wine fairs, sailing regattas, concerts, olive shows, restaurants in amazing buildings offering world class sushi to 40-year-old jamon, beach clubs, luxury hotels and of course the ever-growing Palma International Boat Show. According to Tracy, the Pollença Wine Fair, in the first weekend of May, is a must-see. Over 40 wine producers exhibit in the grounds of the old church – a truly beautiful setting. ‘You buy a branded festival glass for around €15 and then you can sample everything and keep notes on your score card. There’s also music, paella and a great party atmosphere. We usually stay the night as there’s also a fab Sunday market in Pollença town.’ regales Tracy.



With regards boating, the island hasn’t really changed, but the way people use it has. It seems to be getting busier and there’s more second-home owners, hence a rising trend for day-boating. The V Class and S Class Princess yachts are very popular in Mallorca as the perfect Med boats with great social space and connection to the water. Owners tend to enjoy exploring the bays during the day and return to their villa to sleep. ‘The V55 is a big hit here and with her great deck space she’s perfect for hosting, partying and being cosy and intimate, spacious but not too big and easy to handle with great sea-keeping. A fab platform for fun in the sun’ says David.

Practically native, Nigel has his fingers on the pulse of economic development, telling us all about the three-year modernisation programme in Puerto Portals and the new Club de Mar in Palma. ‘Here in Portals, the redevelopment includes more offices, hence our new office, a new underground car park, pedestrianising the front, adding a new swimming pool, restaurants and upgrading the beach,’ says Nigel. ‘This is an upmarket area with the perfect blend of being close to Palma, the airport, sheltered boating in the bay of Palma, shops and restaurants. A private rental this year, for an 18M yacht can cost €70K per year on the private market,’ he adds. And Club de Mar, as Nigel demonstrated via a fly-through CGI film on his iPad, is taking marina life into the future with new apartments, shops, restaurants, a roof-top pool for members and a huge amount of additional berthing. It’s four years into a five-year build with the first phase due to open in summer 2025.

There’s little wonder then that tennis player, Rafael Nadal, has a pad on the island and was seen on board his previous Princess, while actor Jason Mamoia chartered a Princess S72 and Richard Branson’s latest venture includes the launch of Son Bunyola - a recently renovated 16th century Finca to join the myriad of five-star luxury hotels popping up.

If you’re visiting Mallorca, whether you’re new to boating or already part of the Princess Motor Yacht Sales family, be sure to pop in to one of the Princess Motor Yacht Sales offices for a coffee with Nigel, David or Tracy and their friendly teams. Telephone: **Puerto Portals: +34 971 676 439, Port Adriano: +34 971 234 140** or **Cala D’Or: +34 971 643 353 or +34 676 758 750**. Or visit: www.princess.co.uk/locations

PRINCESS Y80 YACHT TOUR

DISCOVER

Best of British?

Inside this
all-new flybridge

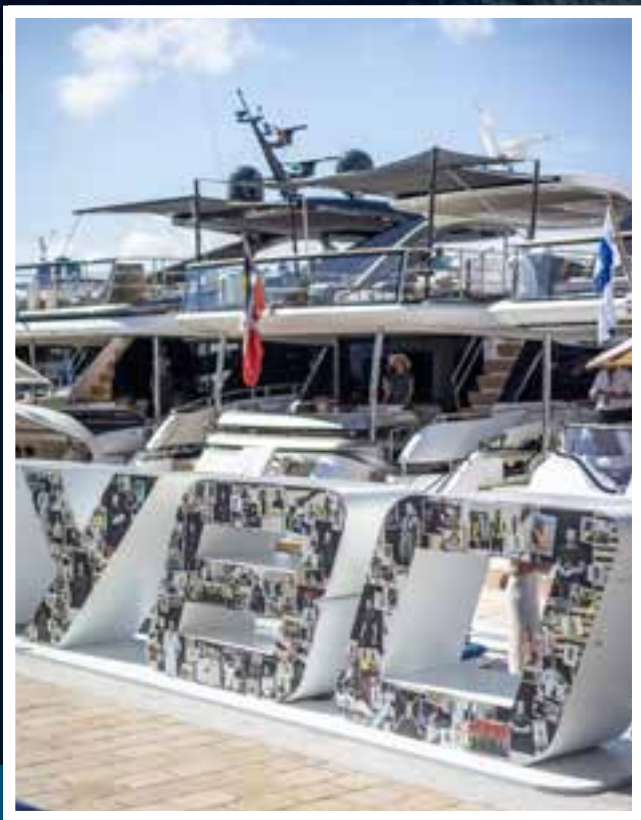


*Courtesy of Alex Smith, Motor Boat & Yachting
at the Cannes Yachting Festival 2023*

Reporting from the 2023 Cannes Yachting Festival, Motor Boat & Yachting's Alex Smith takes us on a full tour of the Princess Y80, which was making its global debut...

Based on the same hull and technical platform as the X80, the Princess Y80 sports a more traditional flybridge profile without an enclosed upper deck. Both models share the same lower deck layout, however. One of its defining options is an 'infinity' cockpit, featuring a rearranged layout with moving seats and a glass transom. The two sofas slide electrically in and out from the table to make the most of this new arrangement. A vast full-length flybridge and a versatile new foredeck terrace add yet more outdoor entertaining space.

The main saloon is open plan in standard guise with an aft lounge and a forward galley plus day-head, but the galley and bridge areas can be partitioned for owners who prefer more separation between guests and crew. Side-deck doors by the helm and galley aid crew circulation forward, although the crew quarters are tucked into the transom.





Princess Y80 Specifications

LOA (incl. pulpit): 83FT 8IN / 25.5M

Beam: 19FT 11IN / 6.07M

Draft: 5FT 9IN / 1.76M

Displacement (half load): 65,916KG / 145,320LBS

Fuel capacity: 1,540GAL / 7,000L

Engines: Twin MAN V12 1,900mhp

Top speed: 32 knots

Lower-deck guest accommodation consists of four conventional ensuite cabins – a full-beam owner’s cabin amidships aft, a comfortable VIP in the bow, and double and twin-bed cabins between them to starboard and port respectively.

Twin 1,800mhp or 1,900mhp V12 MANs on straight shafts should deliver top speeds of 30-32 knots depending on load and climate. Given a standard fuel capacity of 7,000 litres, the range should be around 350nm at a fast cruise or more than 1,000nm at 10 knots.

There is no tender garage but the Y80’s hydraulic platform will accommodate up to a Williams 395, plus there’s room at the aft end of the flybridge for a crane and another cradle.



Motor Boat & Yachting article and tour available online, visit: www.mby.com/video/princess-y80-yacht-tour-12311

Discover more about the Princess Y80 online: www.princess.co.uk/boat/princess-y80

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F R A N C E - M O N A C O - S P A I N - B A L E A R I C S



Discover the freedom of flying on the water with the world's most advanced electric foil board.

Princess Motor Yacht Sales is excited to announce that they have partnered with Flite to enhance your boating experience. Explore your playground - the ocean, with this award-winning hydrofoil jet board.



Flite's founder, former kit-surfing world record holder and serial entrepreneur, David Trewent, thought 'What if I didn't have to wait for the wind. What if I could just attach an electric motor to my foil?'. And the dream became reality.

Flite have also recently introduced two new products; Flite Air and Flite Scooter, both of which have a deflatable air deck making storage issues a thing of the past and therefore significantly reducing the overall weight of the board. The Flite Scooter has further been developed to make foiling more accessible to first time riders thanks to the handlebars. Other products that may be more suitable to your needs and level of experience include PRO, ULTRA, and ULTA L.

Explore the Princess product range by visiting: www.princess.co.uk/aftercare/flite-electric-hydrofoils
For further information and pricing, please contact our aftersales team by emailing individual@princess.co.uk

YACHTQUARTERS

Unveil the Princess Y72 with New Cruising Destinations for 2025



With the ever-growing demand for fractional yacht ownership – the ultimate turnkey solution to yachting, Princess Motor Yacht Sales have added the refined Y72 to the fleet. The largest yacht to join the programme, she exudes elegance through sophisticated lines and a meticulous finish and can accommodate eight guests.



Why choose YachtQuarters?

Sharing a yacht allows you to enjoy owning a yacht whilst giving you the freedom to engage in other pursuits too. If you love to charter, but would prefer the familiarity of your own yacht whilst still benefiting from the services of an attentive crew of two and concierge service, then this shared ownership programme could be for you. You can enjoy the comfort of having your own interior style on board and the convenience of a friendly crew, who already know exactly what you, your family and friends like so you can just enjoy your trip. And all at a fraction of the cost of chartering. Furthermore, YachtQuarters' yacht shares are tax free. And as a co-owner, you are owning a share in the asset that is the yacht itself; which means when the time does come to sell, you will receive an equal portion of the proceeds too.

The new fractional ownership yacht, the Princess Y72 will be based in beautiful Mallorca with her home berth either in the prestigious Puerto Portals or Club de Mar. And when it's time to drop the lines, you can enjoy the freedom of cruising on board your own yacht in the Balearics, along with a Williams 435 tender and choice of water toys to discover secluded bays for complete escapism. M/Y Lumi carries waterskis, wakeboard, two Seabobs, two paddle boards and snorkeling gear. Explore new adventures and create special memories with your loved ones on board your exceptional Princess Y72.

YachtQuarters' shared yacht ownership programme allows you to still own a yacht in the Mediterranean but without the hassle that long-distance yacht ownership can entail. Full management is included from the service



Our YachtQuarters shareholders have a dedicated Yacht Manager and access to our Concierge team. We take care of the calendar, the maintenance, the insurance, the berthing and the hiring of the crew. That means you get to walk on and off with zero hassle – and that makes the yachting experience all the more special.

Joshua Cleaver, Princess YachtQuarters Manager

and maintenance of your yacht to bespoke passage planning and provisioning and even booking your favourite restaurants. From the moment you step on board, you can sit back and relax as the experienced captain takes the helm to sought-after destinations, plus there's a combined chef/steward/deckhand to ensure your life on board is easy.

Your home from home – the Princess Y72

Her elegant form and extensive glazing allow light to flood the open spaces throughout. Flexible living is key with fixtures and fittings to suit. Her sociable layout within the main saloon combines a bar area to the open plan galley with glass sliding doors and galley window that open to the convivial cockpit dining area, perfect for cosy sundowners.

Contemporary tones co-ordinated with light woods and panoramic windows create an enviable onboard space to while away those long summer days and spend quality time with family and friends.

Below deck, eight guests are comfortably accommodated across four ensuite cabins. The full beam owner's cabin takes pride of place with its private entrance via a spiral staircase from the saloon. With ample storage space, a large ensuite bathroom plus a 55" LED TV with Naim audio, the sophisticated owner's cabin is furnished with a sofa, dressing area and vanity desk wrapped and stitched in Livorno Stone leather for a contemporary finish. Further aft there is a crew cabin featuring two single berths and a private ensuite.



Externally, the Princess Y72 has a fantastic choice of outdoor spaces within the cockpit, bow seating and sunpads and expansive flybridge. Generous seating arrangements and wetbar facilities enable you to make the most of al fresco dining and balmy evenings in the Mediterranean. Enjoy water sports with ease with her large transom featuring a foldaway swim ladder and shower, along with a Williams 435 tender and water sports toys including waterskis, wakeboard, two Seabobs, two paddle boards and snorkeling gear.

Expect speed and efficiency during your cruising, thanks to Princess Yachts' signature design, ensuring comfort on the ocean. Sit back, relax and enjoy your surroundings, as your experienced captain takes the helm. A sophisticated experience and power to thrill.

New cruising destinations to discover

Princess Motor Yacht Sales' YachtQuarters boats are primarily based in Mallorca for exploring the beautiful Balearics, but the new Princess Y72 will also enjoy cruising to St Tropez in the second year and potentially Italy in the fourth year. The glamorous allure of the Côte d'Azur is synonymous with

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The YachtQuarters programme offered the perfect solution - a unique kind of yacht ownership that is less financially demanding than buying outright to see if I like the idea of owning a yacht. The Princess brand gave me confidence that it would offer great service, and would make everything as easy as possible having the back-up of a concierge, team of experts and a yacht manager, and even crew. It gave me great peace of mind and a really tailor-made walk-on, walk-off yacht ownership experience.”

James Swift, Princess 68 YachtQuarters Owner

the yacht crowd. Fall in love with the romantic towns along the coast from Monaco to St Tropez. Enjoy the vibrant French Riviera and mild Mediterranean climate all-year-round. Nice and Cannes offer an exceptional choice of quaint cafés to sit and watch the world go by and Michelin Star restaurants to enjoy the finer things in life. Meander through the picturesque streets to admire the architecture, art galleries and museums and indulge in the numerous designer boutiques. If you're looking for some action, you can even plan your YachtQuarters time to coincide with some of the most prestigious events in the calendar such as the famous Monaco Grand Prix and the iconic Cannes Film Festival. Owners will also have the opportunity to discover the stunning coastline and beaches of Cap Ferrat, Antibes and St Tropez or even hop over to captivating Corsica.

Blending luxurious refinement with timeless Italian rustic charm, the relaxed Italian Riviera sets its own quintessential style. From traditional villages and colourful towns perched on clifftops overlooking terraced vineyards, to glamorous holiday



resorts and bustling ports. Traversing an arc shape from Genoa's border with the French Alps, and down south towards Tuscany, the Italian Riviera, is a feast for all the senses. Cruising along the theatrical Cinque Terre coastline, a cluster of pretty ports of call emerge into sight, including the colourful fisherman's villages of picture-perfect Portofino and Porto Venere to name a couple. This region is renowned for the Porto Venere Regional National Park (a protected area with trails and dive sites), it also offers some of Italy's best gastronomic delights.

For further information about the new Princess Y72 and the YachtQuarters fractional ownership programme visit: www.princess.co.uk/shared_yacht_ownership/princess-y72-shared-ownership or call Joshua Cleaver on: **+44 (0)1489 557755**.

*destinations correct at time of going to print

PRINCESS X80



Princess X80 'superfly' Wins Motor Boat Award



Princess is delighted to announce that the X80 'superfly' won best 'Custom Yacht' at the Motor Boat Awards 2024, held by Motor Boat & Yachting magazine, during boot Düsseldorf in January.

Her beautifully sculpted surfaces and long flowing design lines carry the same design language of her sister ship, the Princess X95. The all-new X80 becomes the second member of the X Class 'Superfly' family. She has a 'super flybridge' providing in excess of 30% more useful interior space onboard than a traditional flybridge yacht of its length. And her cruising range capabilities with a 7,000 litre fuel tank and an option of an 8,800 litre fuel tank, provides the opportunity for adventures and exploration further afield.

Semi-bespoke, owners can choose to have a main deck master stateroom which includes a private owner's sundeck, offering a real sense of exclusivity and high levels of personalisation

on board this yacht. Furthermore, the X80 has been optimised both above and below deck, with economically-minded engineering and design creating not only a comfortable ride, but excellent seakeeping and impressive cruising distance.

Hugo Andreae and Alex Smith of Motor Boat & Yachting said of the award-winning Princess X80, 'That lofty elevation, fulsome superstructure and "super flybridge" layout have proved so effective at luring in customers that they are now being widely mimicked in "crossover" craft all over the world. But if the original X95 proved a little too challenging for some, the Princess X80's more moderate walkaround take on the concept not only looks sweeter to our eyes but also performs better and brings bigger benefits to this size of craft, enabling the option of main-deck owner's suite on an 80ft platform. Sleeping for up to ten people in five ensuite cabins? Check. A super-sized main deck with dedicated day heads? No problem. A flybridge with a sheltered sky lounge and helm position? All part of the package.'

Discover more about the award-winning Princess X80 superyacht online:
www.princess.co.uk/boat/princess-x80

INTRODUCING THE All-New Princess Y80 M/Y Lumi to Princess Yacht Charter's Central Agency Fleet



Princess Yacht Charter welcome the elegant Princess Y80 M/Y Lumi to join their growing central agency fleet, following her World Premiere at the prestigious Cannes Yachting Festival. As always, the French Riviera was the perfect backdrop for the global launch of the much-anticipated Princess Y80. Captain Paul Askew and his crew welcomed guests on board to explore M/Y Lumi under the Mediterranean sun and is now delighted to host charter guests in the Balearics and wider Riviera coasts this spring / summer, moving towards the Amalfi Coast in September.

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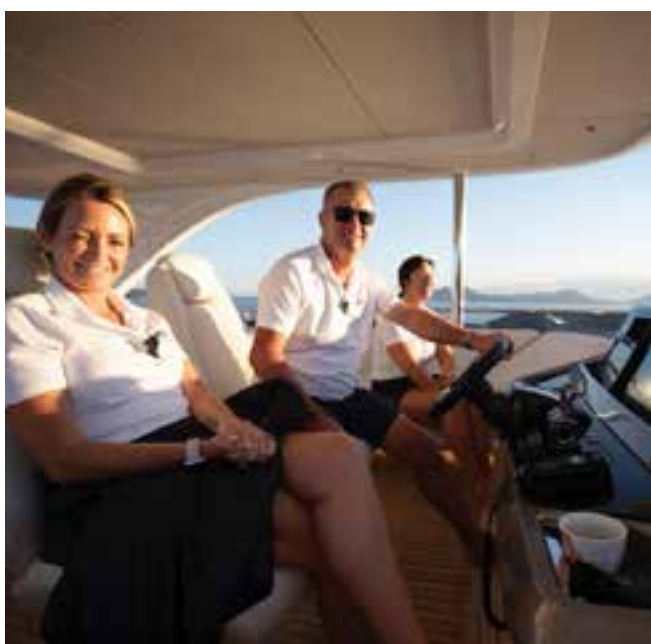
The Princess Y80 is the 12th Princess Yacht that the owner has purchased.”

Elegance refined, the all-new Princess Y80 exudes a timeless aesthetic with meticulous attention to detail. Expansive convivial spaces both on deck and within the beautifully crafted living accommodation offer an exquisite sanctuary to relax.

Below deck, four en-suite cabins sleep eight guests. She offers a sophisticated experience with the power to thrill. For watersports enthusiasts, Lumi carries a Williams 435 tender, waterskis, wakeboard, Seabobs, paddle boards and snorkeling gear for discovering stunning bays around Mallorca and neighbouring islands.

Yorkshireman Captain Paul has been in yachting for over 30 years. He started by studying his Yacht Masters qualification in Plymouth before converting to power boating, after helping a friend with a yacht delivery that got him hooked on a career in yachting.





‘Lumi is like a luxury floating villa, she’s absolutely beautiful and guests are always wowed by her as soon as they step on board. They love the bow area and the huge flybridge. The freestanding furniture by Dedon makes for a luxurious relaxation area with uninterrupted views thanks to the glass balustrade. Lumi also has the infinity cockpit layout which is incredibly sociable and versatile’, enthuses Captain Paul.

He continues, ‘Apart from being in the sunshine and warmth of the Med, the best thing about my job is seeing how happy guests are. Many people don’t even want to step ashore as they love being on board the yacht so much. We host some really special evenings with themed dinners which includes dressing up. It’s a very special time for families, it’s the only occasion some people put their gadgets and online devices down, so it’s absolute escapism and quality time for everyone to chat and enjoy each other’s company. And we provide everything that they want, discretely, that personal touch is so important. Some clients have told me it’s been the best time of their life



and even cried with joy! By the end of the week, it's like one big happy family and guests often become life-long friends.

We regularly have business people on board and even on charter, they need to continue working, including zoom meetings so we need to ensure we are moored in a secure berth with reliable Wi-Fi. This is all part of the bespoke itinerary we design and careful passage planning. We can do almost anything to fulfil their dreams.'

Captain Paul is joined by Chief Stew, Liz and a new Chef, although it really is all-hands-on deck. Paul is well versed with all technical and engineering aspects of the yacht whilst Liz is kept very busy with ensuring the interior is impeccable. There's usually a two-day turnaround between charters so it's non-stop between April and October. Paul says 'It's like Christmas day every time, the yacht has to be immaculate, in perfect working order, spotlessly clean – even down to fingerprints on the stainless, and of course well-provisioned.'

A career in yachting is usually a vocation, and balancing a personal life can be difficult. 'I tend to feel a bit restless when I do take a short break when I can in the winter, and still wake up at 6am, it's so tricky to adjust at the end of the season!' says Paul. 'The work life balance can be tough sometimes especially missing family birthdays. In the past I've taken my kids sailing and the expression on their faces when they saw the imposing Tramuntana mountains in northern Mallorca makes it all worthwhile.'

The All-New Princess Y80 M/Y Lumi in Detail

The Y80 brings a whole new dimension to outside entertaining with a focus on space, elegance and flexibility throughout her beautifully designed exterior decks. Her exterior styling follows the direction and design language of the Y Class range with a continuous window line graphic and elegant 'S' shaped hardtop, seamlessly connecting the flybridge to the main deck. Princess' new 'infinity cockpit' layout features electrically sliding seating and table mechanism to transform the area from a relaxed sofa arrangement to an informal dining area. The large glass balustrade aft, offers uninterrupted views out to the submersible bathing platform and beyond.



“

We can do almost anything to fulfil their dreams.”



Guests can enjoy a voluminous main deck that offers an uninterrupted flow through from cockpit to the helm area, combined with panoramic views from the vast windows throughout the saloon. There is a seamless connection from living area to dining arrangement, from the well-equipped galley to the wheelhouse with helm station and companion seating.

The elegant master stateroom, accessed via a private stairway from the main deck, makes full use of the yacht's impressive beam, featuring a large double bed, dressing area, starboard sofa and vanity unit. A large en-suite bathroom is positioned aft of the master stateroom offering additional privacy.



The versatility of the Y80 sets it apart from its contemporaries; the flybridge features relaxed seating and dining areas, a large sunpad, fully equipped wetbar with optional stools, plus stowage capacity for a 4m tender.

Luxurious space continues on the foredeck which has been designed to offer a secluded escape for a relaxing afternoon or an elegant entertaining space to sip cocktails with guests. A conversational seating area can easily accommodate 10 people, with adaptable forward and aft facing U-shaped seating which can convert to offer a spacious sunpad. Twin coffee tables provide a practical space that can be enjoyed throughout the day.



Find out more about the all-new Princess Y80 charter yacht M/Y Lumi online; <https://princessyachtcharter.com/yacht-charter/lumi> or contact the Charter team to discuss your bespoke yacht charter in the Mediterranean on **+44 (0)1489 557755**.

NEW
YACHT

PRINCESS

V65

Launching in 2025, the V65 will join the S65 and highly successful F65 to complete the Princess 65-foot model line-up and is aimed at those focussed on performance and style.

Princess' V Class range has always delivered a paradox of dynamic power and exclusive luxury. Conceived as a thoroughbred sports yacht, the V65 is the epitome of this and fittingly, promises the ultimate in V class performance and handling. A pioneering, efficient hull design and uniquely developed resin-infused construction provides the 65-foot Princess model's responsive handling, exceptionally quick transition to planing speeds and assured seakeeping. The V65 will further enhance the dynamic performance attributes of this with speeds up to 36 knots and agile handling.

With a top speed of 36 knots and accommodation for eight guests, there's no wonder that the all-new Princess V65 is the flagship in its class.



Her sleek, low-profile and purposeful stance confirm her sporting prowess but belie the space and meticulously crafted luxury that awaits within. This V Class yacht is unashamedly focused on a modern, exciting and comfortable life at sea and fits perfectly to outdoor lifestyles – be that cruising from port to port, enjoying water sports, or entertaining friends and family.

Designed in collaboration with the Princess Design Studio, Princess's long-standing naval architects Olesinski and Italian design house Pininfarina, the all-new V65 features a sophisticated standard of refinement with a new spacious main deck area that is lined with expansive panoramic windows providing sweeping views of the ocean. The new model also features twin MAN V8 1200 or V12 1400 engines, giving maximum speeds of up to 36 knots.

The spacious cockpit inspires relaxation, featuring U-shaped seating and dining area with folding teak table, and aft sunpad. A cockpit countertop to port has been aligned with the galley countertop and hinging window, with optional fit out including a top-loading cool box, storage cupboard, bin and sink/tap set up. And there is the option to starboard for either a servery unit, including 100l drawer fridge and bilge locker; or an L-shaped aft facing seat including bilge locker. For those interested in exploring, there is also a spacious garage, suitable for storing up to a Williams Sportjet 345 or equivalent to accommodate adventurous outdoor lifestyles.

Below deck, guests can enjoy four beautifully appointed cabins each bathed in natural light from elegant hull glazing. Eight guests can be accommodated – three of the cabins are ensuite with the starboard ensuite having day access. There is also the option of a further cabin aft for occasional guests or crew.

'The new V65 features the latest V class exterior styling' says Andy Lawrence, Director of Design at Princess Yachts, 'her sleek and dynamic profile is coupled with an intelligent use of space both inside and out. Familiar Princess Design Studio accents such as tailored exterior upholstery, soft angled geometry furniture, contemporary line outs, hand stitched helm seats and soft touch high pressure laminate reinforce her as a worthy and exciting new member of the V Class range.'

Explore more about the all-new Princess V65 launching in 2025, visit: www.princess.co.uk/boat/princess-v65/

ON BOARD PRINCESS CHARTER YACHT M/Y ANKA WITH CAPTAIN SOKRATIS FANI



What is your background and how did you become a Yacht Captain?

'I'm from Cyprus, and I've been a captain for over 25 years. I used to be a fisherman, the same as my grandfather and father, so working on the sea is in our blood. Then in 1997, I spent a summer on charter to help a friend of mine and I was hooked! Being a fisherman, I already had some maritime qualifications, and then I studied further qualifications to become a Captain in Greece which took two years during the off-season (winter). These certificates need refreshing every 4 years so you have to be very committed. Once I had qualified, I started my first role as a Captain for Princess Yachts in Cyprus.

A career on board a luxury charter yacht seems very glamorous but what's it really like behind the scenes? With the ever-popular docudrama 'Below Deck' portrayal of crew life on board a superyacht, Princess caught up with Captain Sokratis at home just before the start of the season, to find out what really happens on a charter yacht.

How do you prepare for a charter?

'I speak directly to the charter customer beforehand to make a cruising plan for their chosen area – an itinerary for the entire week. I then send it to the customer for them to check and then we start to discuss a few changes and amendments and even some plan B ideas in case the weather isn't kind. Every charter itinerary can be slightly different, for example, a customer may wish to spend two days somewhere in particular and we do everything we can to accommodate their wishes. I also then send preference lists to the customer to better understand their desires in terms of food, drink and activities for their entire party of family and friends that will be joining us on charter. I arrange provisions with the chef and create the order for food and drink etc. to make sure everything is ready at least one day before departure. I check the weather forecast and sometimes have to make some last-minute changes accordingly. Crew are very important; they need to be good at their job plus friendly and smiley and make everything perfect for the guests so they also carry out a lot of preparation on board.'



What happens when guests arrive?

'We welcome them on board, introduce them to the crew and serve some canapés and drinks to make them feel comfortable. I give a briefing about the yacht, the planned itinerary and an update on the weather and any changes we may need to make. Safety on board is incredibly important so I go through the procedures and then give them a tour of the entire yacht. On the second day, it starts to become more relaxed as we get to know each other.'





Could you give an example of a charter week holiday itinerary?

‘The Amalfi coast is good as the weather is usually lovely so we can often stick to the plan. Sometimes we do a slightly different itinerary such as incorporating three days in Amalfi, a week in Sardinia and finish in St Tropez in France. We usually move the boat every day as guests like to see as much as possible in one week. And for short passages of 2-3 hours, we sail during the day. Another lovely itinerary could start in Naples, then on to Capri, Positano and Sorrento.’



What does your role involve on charter?

‘Driving the boat is a small part of my role. On board we are a crew of 6 in total – myself, two deckhands, two stewardesses and a chef so it’s quite a small team to cover everything. I’m constantly checking everything – the boat, if the guests are eating, swimming, doing activities etc. I make sure everything is going well and guests are enjoying themselves, it’s my



responsibility. I’m also the engineer so I’m often checking the boat is all in good working order. Top quality food, drink and service is vital so I check the Chef’s cooking and the quality of everything including presentation.

Guests do enjoy meeting the captain but we have a balance of being close and building a nice friendship but also giving guests space and privacy. It’s all about being discrete.

We try to plan for three days in between charters to clean and tidy from the previous guests and prepare for the next guests. We don’t really have any time off in between but I have about half a day to check emails and we go for a crew dinner ashore. It’s nice to get off the boat sometimes and be on land as a break to enjoy something to eat as a team.’

What happens on the last day of charter?

‘It depends on the guests to be honest. Some are lovely and by the end of the week you’ve built up such a nice friendship and enjoyed such a wonderful trip that you don’t want them to leave. It starts to feel a bit like family, it’s important to get on well.’





“

... at the end of a charter or season you feel a huge sense of satisfaction when you see people are happy and have enjoyed themselves. ”

What hours do you work?

Captain laughs. ‘There are no real set hours, it’s a 24/7 job. We are usually on charter May and June, then the owner often uses it in the peak summer months with his family, then we sometimes have more charters booked in September and October.’

What’s the best part of your job?

‘Definitely the cruising. And at the end of a charter or season you feel a huge sense of satisfaction when you see people are happy and have enjoyed themselves. You have to love the job otherwise it’s not possible to do it. I live away from home May – October. Sometimes my wife comes to visit for a day or two in between charters. When I get home in November it takes at least a week to unwind and relax and switch off from the job. I have two different worlds.’



What are some of the best things you’ve organised for guests?

‘We organised a spectacular fireworks display on Porto Cevro in Sardinia for a guest’s wife’s birthday which was amazing. We organised that through a shore-based agency and it included musicians on board too. One guest requested an Indian themed evening on board so we organised the appropriate food and drink and the crew dressed up in traditional costume. We have also taken guests to see the famous fireworks in Cannes, in the south of France, which takes place in July and August.’

M/Y ANKA

Princess 30M (2019)

Cruising speed 17 knots

10 guests in 5 cabins

6 crew

Cruising area; Greece, Amalfi Coast and southern Italy, Corsica, Sardinia, Italian Riviera, France

Watersports toys; 3 x Seabobs, Jetski Seadoo, 2 x kayaks, 1 x paddle board, 2 x wakeboards, snorkeling gear and a Williams tender

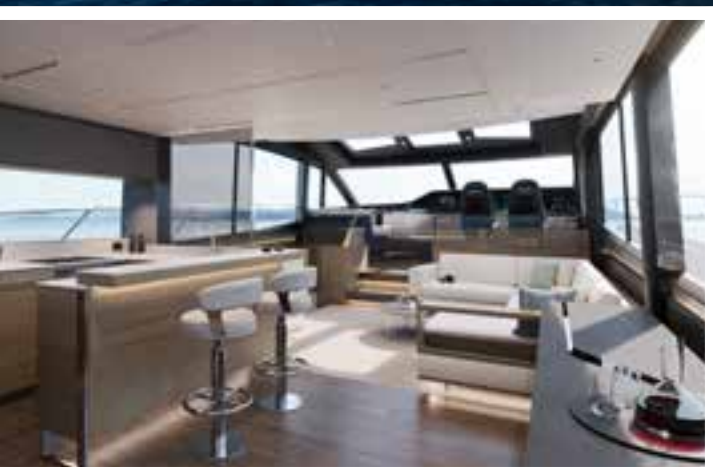
Find out more about Princess Yacht Charter online: <https://princessyachtcharter.com/> and in particular M/Y ANKA: <https://princessyachtcharter.com/yacht-charter/anka/>

NEW
YACHT

PRINCESS

S80

Inspired by urban
living – the Princess
S80 is cool, stylish
and captivating





Announcing the latest flagship addition to the S Class sportsbridge range, the all-new Princess S80. Featuring Princess' latest sweeping design language, the S80 has been designed by the in-house Princess Design Studio in collaboration with naval architects Olesinski and Italian design house, Pininfarina.

The versatile layout of the all-new S80 allows her to be managed as an owner operated vessel with a vast open saloon and raised helm or discreetly crewed, with the option of an enclosed helm plus crew accommodation for up to three.

Design

Defined by flowing lines, sculptural exterior surfaces and a distinctive canopy flash, the S80 depicts a striking yet elegant presence, her exterior styling evolving from the beautiful S72, was launched at boot Düsseldorf 2023.

Full length windows flow along the main deck, extending either side of the cockpit canopy to provide a sheltered area from the sun. High bulwarks complete with oval stainless-steel rails, vast teak laid deck, and tailored natural materials define the flagship status of this new S Class model, blending luxurious and contemporary finishes in perfect harmony. 'The concept of the Princess S80 focusses on an uncompromising main deck sociable living space close to the water with three distinct spaces, sunbathing, lounging and

dining, usable simultaneously without conversions,' says Andy Lawrence, Executive Director of Design at Princess Yachts. 'The design of the elongated sleek canopy shades the forward two thirds of this area with an optional awning taking care of the remaining third. The saloon glazing extends far back into the cockpit, cocooning the forward dining area to create shelter from the wind without obstructing the view. She has a distinct S Class personality defined by her S hull graphic, strong graphical canopy features and powerful bulwark haunches. We have designed the S80 to sit proudly as the flagship of the S class range.'

As you approach the S80, she is instantly recognisable from her distinctive central cockpit access. The cockpit and transom have been designed to maximise onwater enjoyment, with a garage to port side with a Williams tender launch system, capable of holding a Williams SportJet 435,





plus there's an electro-hydraulic bathing platform. The cockpit provides a large functional area in which to spend time with loved ones. Twin sunpads (the largest ever seen on an S Class yacht) border the central access steps, whilst the configurable cockpit seating area with twin coffee tables is the perfect place to enjoy a sundowner. Moving forward, a teak dining table seating six to eight guests, (with optional extendable table) is positioned next to the galley bar creating the perfect area to serve drinks. Sliding doors and a large opening window above the galley bar connect exterior with interior to create a natural flow through to the main deck. The galley is fully equipped with Miele appliances and a Sub-Zero full height fridge/freezer. A secondary breakfast bar unit provides a casual dining arrangement.

Light from the panoramic windows flood the saloon. A spacious C-shaped sofa sits opposite the port seating area whilst the helm offers access to all instrumentation and controls, including the Böning vessel monitoring system. A pantograph door gives the Captain direct access from the starboard side deck through to the foredeck for easy mooring and communication. Above, an optional sliding roof spans the width of the main deck, allowing the sea breeze to flow through the saloon. The foredeck continues to adapt to owners' lifestyles with two U-shaped seating areas plus a sunpad conversion.

The lower deck features four en-suite cabins complete with chilled water, air conditioning and opening portholes for natural ventilation. The full-beam owner's stateroom features soft organic furnishings, complemented by accents and finishes of natural timber. Soft lighting features accentuate the curved forms of the hand-crafted furniture to create a contemporary but calming environment. The aft lazarette and two-berth

crew cabin with bathroom are situated aft of the machinery space, with various layout options including an additional crew mess area or optional third crew bunk or dedicated laundry area. A watertight door from the electro-hydraulic bathing platform gives direct access to this area.

The 28.7 m² sportsbridge is an impressive outdoor living space with multiple seating areas and wetbar with barbecue and generous refrigeration. A converting dining table and an outdoor TV on rise and fall mechanism are also available. Equipped with MAN V12 1900 or 2000 horsepower engines providing speeds up to 34 knots, plus an optional 7,000 litre fuel tank to enable an extended cruising range. The S80 is also optimised for greater efficiency using conventional straight shafts and propellers delivering easy close-quarters manoeuvring and sure-footed thoroughbred performance. Both vector fin and gyro stabilisation options are available for greater control in challenging sea conditions.



S80

Discover the all-new Princess S80 online:
www.princess.co.uk/boat/s80

MEET the team



Name

Alan Knight

Job title

Brand Sales Manager

Office

Princess Motor Yacht Sales,
Swanwick, Southampton

Southampton is a key boating hub for marine businesses, whilst also offering some of the most beautiful cruising in the UK for yacht owners. Princess Motor Yacht Sales has long had a strong presence in Southampton in Swanwick, Ocean Village and a service and retrofit centre at Saxon Wharf.

In 2022, Premier Marinas completed a significant redevelopment programme in Swanwick, including the launch of the new Saltings Sales Pavilion which now includes new offices for Princess Motor Yacht Sales and sister company, Argo Yachting. Swanwick Marina is a sheltered spot located on the upper reaches of the picturesque River Hamble with easy access to the Solent, the South Coast and the Isle of Wight.





The Princess team in Swanwick take care of new and used boat sales, brokerage, offer advice on finance and insurance options, YachtQuarters fractional ownership and charter. They also assist in hosting customer events and boat shows such as the British Motor Yacht Show held there every May. My Princess magazine spoke to Alan Knight, Brand Sales Manager for the Princess Yachts range of boats...

What is your role within Princess Motor Yacht Sales and how long have you worked here?

'I originally joined the Princess family in 1990, where I started on the valeting and boat preparation for the sales side of the business. Over time I assisted with the aftersales and service department, and then following on to managing some of the UK and European contractors and our aftersales relationship with the Princess Yachts factory from one of our sites. Whilst building relationships with our customers, I naturally began to firstly be a conduit to the sales team, before starting to sell boats directly. In 2007, I was fortunate to become the Sales Manager at one of our sites, a role which has now evolved to being the Princess Brand Sales Manager, assisting the Princess Motor Yacht Sales group with their requirements, from the sales of Princess craft throughout our territories to marketing and events.'



Have you always worked in yachting and the luxury sector?

'Growing up by the water, I worked with boats before I left education so it was an easy choice. After working a few days on site, I was introduced to the local Princess dealer, where my journey with Princess Motor Yacht Sales began from the age of 16. Throughout this time, my journey has placed me at the heart of the luxury sector where I have been able to meet people from the top levels of almost every industry, which has been a fascinating insight into how they have found their success.'

What's the most enjoyable part of your job?

'In our industry, we often see the private family space of a successful person. Watching families taking delivery of their new boats and seeing those families enjoying valuable time on the water has always been rewarding and as the years have gone by, the children of some of those earlier families have grown up and I am now experiencing them returning and buying boats to continue enjoying their time on the water with their young families. The down side of this is the realisation that I must also be getting a little older!'

What's your favourite yacht and why?

'Working with the brand for so many years makes this question almost impossible to answer. From my earlier years, the Princess 266 Riviera was such a fun boat to drive and it was the first that I ever sold on the last day and final minutes of the London Boat Show. From the current range, I am excited for the new Princess S65, which offers a superb balance of performance and space for an owner skippered yacht. Princess design every model with a particular customer in mind, so whether you are looking for that luxury apartment on water or a timeless design with a heritage of performance and quality of build, there will be a Princess for you.'

Can you tell us about a favourite moment at Princess Motor Yacht Sales?

'I joined the team that led several customer boats from the UK on a cruise that took us up the River Seine in France, almost to the centre of Paris. The scenery was amazing and the flotilla of boats was magical for not only us to see, but also for those passing by. Whilst I could only be a part of the journey there and had to jump on the less exciting Eurostar home, the round trip took them roughly two weeks and I doubt that anyone on that trip will ever forget the experience.'



Where would you recommend yacht owners to explore?

'Swanwick Marina forms part of the River Hamble, and the entrance leads out on to the Solent, which offers a fantastic variety of boating, from the picturesque Beaulieu River to the more lively scenes that can be found in Cowes, especially during the famous Cowes week, when the Solent truly comes alive. There are so many places to explore if you can only escape for a few days. With more time available, you have the option to take your yacht across to France and the Channel Islands, or head West, exploring the Jurassic coastline and further to Devon for the beautiful surroundings of Dartmouth and Salcombe.'



What do you enjoy in your spare time?

'With two children, my wife and I lead a busy life outside the world of Princess, but when time allows, I enjoy a mixture of activities, from fun cars to a rekindled connection with motorbikes. And on the right days, we like getting out on the water in our RIB, which is a favourite with our dog who gets super excited when she sees her lifejacket! Living close to the coast allows us to enjoy the beaches and we are also very lucky to have the New Forest National Park on our doorstep.'



Preparing Your Princess for the Summer Season



Princess Motor Yacht Sales' family friend, Jon Mendez, famed guest presenter for Motor Boat & Yachting's 'How To...' series, also runs his own business and leads the Princess Rendez-Vous Summer Cruise for UK based customers. As a seasoned yachting expert, 'My Princess' turned to his trusted advice on how to prepare your yacht for another busy boating season.

'Whether you left your boat in use through the winter or safely ashore awaiting your next journey, the beginning of a new season is always a moment that brings me joy as I can't wait to be afloat regularly again. Whatever your winter routine, hopefully you have a boat that's ready to go, and if you are a little bit behind on your preparations, here are some of the items that I check off so that I can really enjoy my trips, minimising the amount of precious boating time wasted further into the season.

Most boaters tend to remember the obvious items – servicing for engines and gearboxes and/or drives, and antifoul and anodes for the hull, but it's the smaller tasks that sometimes get overlooked. Health and safety comes first, of course.

Fire extinguishers need to be removed and shaken if they are of the powder type, so they do not solidify, and those hidden in engine, bow or stern thruster compartments, need their gauges, and service dates checking. Likewise, life jackets are of the utmost importance, so make sure you have plenty on board for all your guests and have them serviced to ensure they are in date.

Hopefully like me, you try to leave your fuel tanks full during the winter months to reduce condensation. If not, a dose of fuel treatment added with your next fill up can ward off any future issues. Steering systems always benefit from a good winding of the wheel from side to side at all helms as it allows the oil to lubricate the parts, and whilst there, inspect the fluid level and pressure. All the seacocks will benefit from being exercised several times, it just means that when you need to close them, they actually will.

A good flush of the toilet systems – several times before actual use, generally means that they are nice and fresh for the first person. If you have air conditioning, heating or both, run the systems up and leave them on full for a couple of hours, circulating the air and/or fluids within, will greatly improve their performance. Any heaters or dehumidifiers that you left running will need to be removed and stored away for the summer. Your fridge and freezer will need to be run up and temperatures checked, and the ice-maker will need a run. I prefer to discard the first two loads of ice as it can sometimes taste stale.

Lastly, I like to update my electronic chart systems with the latest chart updates, some of these are easy over Wi-Fi and Bluetooth connections, some older models need the chart chip removing and taking to the actual chart agent for the latest information. I highly recommend doing this as a lot can change in a year. Same with your charts and almanacs, it's a legal and insurance requirement to have accurate up-to-date information. Then have a play with the systems, as any updates to the operating systems can also mean that new



features can appear in the menus, or others have moved. It's very easy to be caught out if you have not used it for a period of time. If all this sounds a bit complicated, then remember the Princess Motor Yacht Sales maintenance team will be happy to assist.'

With special thanks to Jon Mendez for his contribution.
<https://jonmendez.co.uk/>



No-one knows your Princess better than Princess Motor Yacht Sales, so find further information about the service and maintenance offering available, including bespoke packages, and the five service centres across Europe, by visiting; www.princess.co.uk/princess-servicing-2

Ryland Automotive

The Ultimate Luxury Automotive Retailer

Ryland Automotive stands as the epitome of opulence in the realm of luxury car retailing. Renowned for its exquisite collection, the dealership curates a selection of elite vehicles that redefine automotive sophistication. From sleek sports cars to lavish sedans, each model exudes craftsmanship and cutting-edge technology. Ryland Automotive transcends conventional

expectations, offering a personalized and seamless buying experience. The showroom ambiance reflects elegance, mirroring the calibre of automobiles on display. With a commitment to unparalleled customer service, Ryland Automotive not only sells cars but crafts a lifestyle for its discerning clientele. It symbolizes a haven for those who seek the pinnacle of automotive refinement.





Ryland Opens new Centres in High Wycombe

Ryland Automotive officially opened the all-new Bentley and Porsche High Wycombe showrooms in 2023.

Buckinghamshire's premiere luxury automotive destination bristles with sustainability features, innovative services and state-of-the-art technology. Together they ensure the ultimate customer experience.

The purpose-built facilities, at Handy Cross Hub, Marlow Hill, have been carefully developed with sustainability in mind. An extensive bank of solar panels covering 842 sq.metres harnesses the power of the sun and generates 159kW per annum, or roughly half of the facility's annual needs. Dramatic, 'living' green walls stretch over 330 sq.metres, or 40 per cent, of the buildings' elevations, while 90 newly-planted trees and 700metres of hedgerow add to an aura of wellbeing. As Ryland move towards an electrified future, the new showroom is also equipped with dedicated, customer charging bays.



Ryland Land Rover Stoke

Range Rover, the epitome of luxury SUVs, combines opulence with off-road prowess. Renowned for its iconic design, advanced technology, and premium craftsmanship, it offers a driving experience that seamlessly blends elegance and capability.

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Ryland Bristol

Ryland Bristol stands as a beacon of luxury automotive indulgence. Comprising of Bentley Bristol, Lamborghini Bristol, Lotus Bristol, Maserati Bristol and Ryland Specialist Cars Bristol, this centre is the ultimate destination for automotive luxury, embodying sophistication and innovation.

With a commitment to impeccable service, Ryland Bristol caters to the discerning clientele, elevating the car-buying experience to unparalleled heights.



Porsche Exeter

Porsche Exeter epitomizes automotive excellence in the South West. As a premier Porsche dealership, it offers a curated selection of high-performance vehicles, blending precision engineering with luxury.

Known for exceptional service and expertise, Porsche Exeter provides enthusiasts an unparalleled experience, making it a destination for those seeking the iconic Porsche driving thrill.



Ryland Birmingham

Our Centre in Hockley Heath is home to three brands under one roof, plus our Specialist Cars Selection!

McLaren Birmingham, a pinnacle of automotive engineering, delivers high-performance supercars with British racing pedigree to the road. With cutting-edge design and speed, it caters to enthusiasts seeking an extraordinary driving experience.

Lotus Birmingham embodies the spirit of electric performance. With a curated lineup of sports cars, it offers enthusiasts an exhilarating driving experience, merging style with contemporary EV engineering.

Rolls-Royce Birmingham showcases the pinnacle of automotive opulence, presenting an exclusive collection of luxury vehicles. With bespoke craftsmanship and iconic design, it redefines what is possible.

For more information

Visit [Ryland.co.uk](https://www.ryland.co.uk) or contact our Ryland Silk concierge for your luxury vehicle requests.

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PBS2221

PRINCESS 30M 2020



€7,800,000 EX TAX
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PBS2138

PRINCESS 82MY 2016



£2,495,000 EU TAX PAID
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£1,535,000 EU TAX PAID
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PRINCESS V60 2018



€1,440,000 EX TAX
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£349,950 UK TAX PAID
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PRINCESS V40 2022



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PB2209

PRINCESS V40 2020



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