

**N e w s   R e l e a s e**

**For immediate release**

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**Ancasta Race Boats appoints new US broker to support expansion**

The yacht racing world is going through its toughest time in a generation. With the competitive yacht racing scene on hold, Ancasta Race Boats has been considering how it can be best placed to help clients in the future.

With the world now more connected than ever thanks to modern technology, Ancasta Race Boats announces the opening of a new US office, located in one of the most iconic racing venues in the world – San Francisco, USA.

Alex Higby will head up the new office, joining the Ancasta Race Boat team with over a decade of high-profile yacht racing experience, including America’s Cup and Volvo Ocean Race campaigns, as well as extensive yacht brokerage experience.

“Alex will be an asset to the company and connect our large European and Australasian client database, with the USA,” says Sam Pearson, who leads the European operation. “With the complex and niche nature of our business, outreach and product knowledge is everything and this new addition will only open more doors for our clients.”

Yacht racing will soon be back on the calendar and with a globally connected team of brokers, Ancasta Race Boats is ready to help owners on their next yacht racing journey.

For further information on Ancasta Race Boats visit <https://ancasta.com/raceboats/>.

**Ends**

## Notes to editors

High res images are available online at <https://maa.agency/media-centre>

### About Ancasta International Boat Sales

- Ancasta International Boat Sales has 17 offices across Europe.
- Ancasta Race Boats is a specialist branch of Ancasta International focusing on performance yachts.
- Ancasta is the largest Beneteau Power and Sail dealer in the UK.
- Ancasta is the largest UK dealer for Prestige Luxury Motor Yachts dealer and Prestige Yachts in the Balearics.
- Ancasta is exclusive UK dealer for Lagoon Catamarans.
- In addition, Ancasta is a new boat dealer for CNB Yacht Builders and McConaghy Yachts.
- The Ancasta Group incorporates Hamble Yacht Services Refit & Repair and Advanced Rigging and Hydraulics, both operating from Port Hamble.
- For more information on Ancasta visit [www.ancasta.com](http://www.ancasta.com)

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