

N e w s R e l e a s e

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Sanlorenzo partners with the Ancasta Group to strengthen sales network

Italian yacht and superyacht producer, Sanlorenzo has partnered with the Ancasta Group, forming Sanlorenzo UK.

This new endeavour is part of Sanlorenzo's continuing strategy of strengthening its sales network by expanding representation in key markets. With an order book currently standing at €613million, Sanlorenzo has a very positive view on the years ahead and its partnership with Ancasta Group reflects this.

Its maritime heritage, coupled with its long-standing presence in the marine industry, makes the UK an important market for a leading yacht manufacturer such as Sanlorenzo.

With 35 years leading the UK yacht sales and service industry, Ancasta is the ideal partner for Sanlorenzo. Sanlorenzo UK will draw upon both Sanlorenzo's and Ancasta's significant expertise to provide all Sanlorenzo owners with an unparalleled level of service and support, wherever they base their yachts.

"Sanlorenzo is the leading producer of luxury motors yachts in the 20 – 50 metre sector to such an extent it is now used as the industry benchmark," says Nick Griffith, Ancasta Group Managing Director. "The design, quality of build and commitment to its owners is unparalleled, consequently we are delighted that Sanlorenzo has trusted the team at Sanlorenzo UK with representing the brand here in the UK. We have a very strong team, well supported, who will ensure Sanlorenzo is well represented in this very important market."

Sanlorenzo UK's presence in the epicentre of British yachting on the Hamble River, with a further office in London, will ensure the key values of Sanlorenzo are upheld, including industry leading craftsmanship, tailoring each yacht to its owner's desires, attention to detail and the pursuit of the highest quality. It is the meeting of these standards that sets Sanlorenzo Yachts apart.

For more information on Sanlorenzo visit <https://www.sanlorenzoyacht.com/>

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For information on the Ancasta Group visit <https://ancasta.com>.

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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

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