

N e w s R e l e a s e

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Ancasta introduces Bluegame Yachts to the UK market

A few short weeks since the new partnership in the UK between Sanlorenzo and the Ancasta Group was made public, Ancasta International Boat Sales is delighted to announce that the ground-breaking range of Bluegame Yachts is now available through its network.

Bluegame is proud to have been a brand of Sanlorenzo since 2018, when the shipyard decided to incorporate Bluegame and work with the founder, professional Olympic sailor Luca Santella, and CEO Carla Demaria to develop the niche BG and BGX yachts.

Bluegame offers yachtsmen a new style of living life-at-sea, reinventing traditional layouts with solutions and spaces not seen before. The two ranges have a clear family feel due to the distinctive characteristics of all the projects from the outset which are, and will, remain the core values of the brand.

Firstly, a hull that offers high performance, comfortable, safe navigation in all weather conditions, outstanding manoeuvrability and comfort levels usually associated with much larger vessels. At the same time, the design of the spacious internal living area allows a seamless flow to the external environment. A key element of the brand is the focus on design and fine craftsmanship, along with a high-tech approach to manufacturing and sustainability.

Bluegame comments: "We are very happy to welcome Ancasta Group, a primary and experienced player not only in the UK market, with an excellent global reputation. The British owners are a very demanding target, due to their long-standing yachting expertise and we believe that Bluegame is the perfect answer to their needs and habits. That's the reason why we think that our partnership will bring great results."

The new BGX60, presented at the recent Genoa Boat Show has already obtained a very positive reception from the market thanks to the original and innovative design approach. Also previewed at the show was the new flagship, the BG72, the latest model in the brand's original range, created with the aim of offering all the comforts of a flybridge yacht to those who prefer open boats.

"Ancasta is extremely proud to be bringing these beautifully crafted and innovative boats to the UK market through our extensive network," says Nick Griffith, Ancasta Group Managing Director. "We're looking forward to introducing the Bluegame concept to discerning British owners and we're sure this new brand will be very well received by our clients."

The first yacht, a BG42, will be arriving in the UK in March 2021, with viewings and demonstrations available before she makes her UK debut at the British Motor Yacht Show in 2021.

Viewings of the full range (BG42, BG62 and BGX60, BGX70) are available at the shipyard in Ameglia, and Bluegame will also be exhibiting at Dusseldorf Boat Show 23-31 January 2021.

For more information contact Ancasta's Bluegame team on +44 (0) 23 8045 0001, info@sanlorenzoyachts.co.uk or visit www.ancasta.com/bluegame

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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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