

## **N e w s   R e l e a s e**

**For immediate release**

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### **Get onboard in January at Ancasta's Virtual Boat Show**

The Dusseldorf boat show may have been postponed until April, but you can still get onboard the power and sail brands of your choice in January at the Ancasta Virtual Boat Show - Dusseldorf.

Opening on boot Dusseldorf's original dates, 23 – 31 January 2021, Ancasta's virtual show will include the whole line up that would have been on display in Germany and more.

Potential buyers will be able to compare and contrast the different models from an extensive range of Beneteau Power and Sail, Lagoon Catamarans, Prestige, McConaghy Yachts, Sanlorenzo and Bluegame boats.

Giving visitors the complete exhibition experience, the virtual show will be laid out in a series of halls, as they would have been at the Dusseldorf boat show, replacing the marina setting of previous virtual boat shows.

Each hall will showcase one of the stunning brands Ancasta represents. Visitors can take their time viewing the yachts in detail, scrolling through image galleries or jumping onboard to look around via 360-degree video tours.

Brokers will be on hand via a live chat throughout the duration of the show to answer any questions about the ranges, spec options, delivery times and to provide quotes and advice on finance. Visitors can also request a personal live walk-through of their chosen vessel.

"The Dusseldorf show is such a fantastic show and the postponement, although understandable, is disappointing," says Will Blair, Ancasta's Group Marketing Director. "Many people use the Dusseldorf show to compare and contract different models, and we didn't want people to miss out on that opportunity, so we're holding our own virtual version."

"We're looking forward to welcoming people onboard in January, to assist them in finding their perfect boat ready for the 2021 season."

In addition to the wide selection of boats on display, Ancasta will have an expansive brokerage section and be running a series of informative webinars. Choose from topics including: 'Preparing to selling your boat', 'Preparing for your first cross channel passage' and 'How to winterise your boat'. A specialist Q&A session will be held, dealing with VAT and there will also be exciting interviews with well-known individuals from the marine industry.

No registration is necessary to visit the show, just enter via: <https://ancasta.com/dusseldorf>

By hovering over the boats on display, you can choose from a list of viewing options, including booking an appointment for a broker to provide a personal live viewing of a specific boat\*.

Ancasta is always ready to discuss its innovative ownership solutions which range from the traditional route to Shared Ownership, Financed Ownership, and Navigare Yacht and Lifestyle Investment Programs. Boat ownership is more accessible now than ever before.

For more information and to book an appointment at the Ancasta Virtual Dusseldorf Boat Show, please visit: <https://ancasta.com/dusseldorf>

\*Only available on accessible models at the time of the show.

**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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