

## **N e w s   R e l e a s e**

**For immediate release**

**21st January 2021**

### **Get onboard - Ancasta's Virtual Boat Show starts on Saturday**

Many boat shows may have been postponed, but you can still get onboard the power and sail brands of your choice from Saturday at the Ancasta Virtual Boat Show 2021.

Opening 23 – 31 January 2021 from 9am – 6pm each day, Ancasta's virtual show will include the whole line up from each of its brands.

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

The exhibition will be laid out in a series of halls to make the show easily navigable from the comfort of a visitor's own home. 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 cancellation, although understandable, is really disappointing," says Will Blair, Ancasta's Group Marketing Director. "Many people use the Dusseldorf show to compare and contrast different models, and we didn't want people to miss out on that opportunity, so we're holding our own virtual boat show which opens on Saturday."

"We're looking forward to welcoming people onboard, 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 extensive brokerage section and be running a series of informative interviews with key individuals from around 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\* with 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, drop by the show from 9am Saturday 23<sup>rd</sup> Jan 2021 via <https://ancasta.com/dusseldorf>

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(\*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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