

N e w s R e l e a s e

For immediate release

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Ancasta launches new interactive online community – the Ancasta HUB

The Ancasta Group has launched the Ancasta HUB, a new online and interactive community bringing together a plethora of informative and engaging boating content, including news, events, cruising guides, and articles.

Boat owners and their crew can now find advice on everything from buying or selling a boat to how to anchor a yacht, where to find the best anchorages, or boat maintenance tips for a trouble-free season on the water on one user-friendly platform.

The Ancasta HUB also features video interviews with many well-known sailors, marine influencers and service providers. Hosted by professional yachtsman and adventurer Conrad Humphreys, viewers can glean knowledge on everything from marine finance and surveying to updates from some of the best in the marine industry, including world record breaker Dee Caffari, Figaro 3 solo racer Alan Roberts, racing coach Andrew Palfrey and Bluegame's Head of Product Strategy, Luca Santella.

To ensure the best experience of the Ancasta HUB, users are encouraged to sign up for a free MyAncasta account which gives them access to VIP offers, boat listing notifications, personalised boat searches and the opportunity to contribute and interact with the new Ancasta Forum. The Forum is designed to be a friendly space for boat owners to ask questions and share tips to enhance their boating adventures. Potential boat owners and crew are also welcome to join in with the discussions to learn how they can get started and explore their boating opportunities.

Boat owners wishing to cruise in company can become members of the Ancasta Motorboat Owners Club or the Ancasta Yacht Owners Club via the Ancasta HUB. Free to join, the clubs provide exclusive and unlimited access to a calendar of sociable events and rallies that allow owners to sail to new destinations with like-minded sailors while under the watchful eye of a professionally crewed lead boat.

The new HUB is an extension of Ancasta's full-service boat ownership model, which aims to make boat owners' time on the water as enjoyable as possible. Ancasta not only sells boats but also provides new and existing customers with seamless support throughout the lifecycle of their boat ownership, including boat maintenance, refits, upgrades, shared ownership, charter, and, now, an abundance of information, inspiration and advice on all things boating to enhance their sailing experiences.

To find out more or to access the Ancasta HUB visit <https://ancasta.com/ancasta-hub/>

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

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 Ancasta Yacht Services (AYS), an all-encompassing yacht repair, service and support business and Advanced Rigging and Hydraulics, both operating from Port Hamble.
- For more information on Ancasta visit <https://ancasta.com>

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