

N e w s R e l e a s e**For immediate release****14 December 2023****Three ‘boundary breaking’ Bluegame models at boot Düsseldorf 2024**

Offering yachting enthusiasts a new style of living life at sea, Italian yacht brand Bluegame will be showcasing three stunning models at the boot Düsseldorf boat show, which is taking place between 20 – 28 January 2024.

“Working with long-time collaborator Zuccon International Project, Bluegame reinvents traditional layouts with highly customisable, innovative designs, creating multifunctional living spaces combined with extraordinary seaworthiness,” says Nick Hatfield, Sales manager at Bluegame Yacht UK.

“The yachts are incredibly fluid, incorporating a high degree of flexibility for those who want to combine their love of the sea with all the creature comforts you would expect from a brand of Sanlorenzo.

“Focusing on flexibility and highly customisable solutions, particular attention is paid to the choice of materials used onboard, such as the woods, glass and fabrics, which are specifically selected to give the internal areas a warm and cosy feel.”

Bluegame BG Range

Devised and designed by architect Luca Santella, a professional yachtsman and Olympic champion, the BG54 and BG74 from Bluegame’s BG range will be on display at boot Düsseldorf.

BG54

Boasting improved ergonomics and functionality, the BG54 has a large and spacious beach club which leads to a platform that can be used for a tender or as an immersed swimming area, while the bow features a lounge area with seating and sun pad.

The 360° open cockpit offers panoramic views, the hardtop is equipped with an access ladder to an elevated sun pad, and the wheelhouse with a reverse windshield remains unsurpassed for maximum visibility.

Offering a cruising speed of 27 knots, the Volvo IPS propulsion engines also allow for a reduction in the overall dimensions in the lower deck, allowing for the choice of three cabins or two, one of which is a full-beam master, plus crew accommodation.

BG74

Unveiled in 2021, the flagship BG74 is a ground-breaking open motor yacht that rivals the exterior space of other flybridge yachts on the market, where comfortable interior areas flow effortlessly from the deck to the saloon, creating a unique connection with the sea and offering convivial alfresco spaces.

Bluegame BGX Range

The BGX range focuses on large multi-purpose outdoor areas, whether it's the beach club, upper cockpit or the expansive bow area. The boundary breaking boats of the BGX range share Sanlorenzo's values of exclusivity, uncompromised quality, innovation, unmistakable design and a high degree of customisation.

BGX63

On show at boot Düsseldorf for the BGX range will be the BGX63, which features a range of unique and comfortable spaces on board, with a clever, owner-centric layout that places the master cabin at the centre of the yacht, as well as offering a harmonious connection with the surrounding elements.

Designed for long journeys, the BGX63 boasts excellent performance with extraordinary seaworthiness, and the spacious layout allows for maximum comfort and safety in all weather conditions.

The Bluegame BG54, BG74 and BGX63 will be on display throughout the show, with the team ready to discuss just how customisable these exceptional yachts can be to meet an individual owner's tastes and requirements.

For more information on these fabulous yachts or to book a viewing at boot Düsseldorf, please contact Sanlorenzo Yachts UK via info@sanlorenzoyachts.co.uk or visit <https://sanlorenzoyachts.co.uk/dusseldorf-boat-show-2024/>.

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Notes to editors

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High res images are available online at <https://maa.agency/media-centre>

About Sanlorenzo UK

- Sanlorenzo UK is owned by the Ancasta Group.
- Sanlorenzo UK is the sole dealer in the UK and Ireland for Sanlorenzo Yachts, and Bluegame – a brand of Sanlorenzo.
- Sanlorenzo UK is based on the River Hamble at Swanwick Marina.
- For more information on Sanlorenzo UK visit <https://sanlorenzoyachts.co.uk>

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