

**N e w s   R e l e a s e****For immediate release****25 March 2024****Immersive event in London increases Sanlorenzo's exposure in the UK and puts the Italian yacht brand 'firmly on the map'**

Following the conclusion of its exclusive two-week immersive experience at St Katharine Docks, London, Sanlorenzo Yachts UK is delighted with the reception that the Italian yacht brand has received in the capital.

"Our aim was to increase the exposure of the Sanlorenzo brand in the UK and expand its reach beyond the boating community," says Nick Hatfield, Sales Manager at Sanlorenzo Yachts UK.

"We're thrilled with how our immersive experience has been received, with attendees including current clients, prospective owners, brokers and members of the marine and luxury lifestyle press.

"The series of social and networking events we've hosted with partners from across the finance and aviation sectors, including Coutts, Close Brothers, Investec and Jetfly, has boosted the overall reach so that Sanlorenzo is now firmly on the map in the UK across both the yachting and UHNW communities."

Central to the immersive experience was the opportunity to get onboard and explore a brand new 28-metre Sanlorenzo SL90A, a yacht that personifies style and elegance, showcasing the Italian shipyard's incredible design innovation and artisan craftsmanship.

"The SL90A is a stunning example of what we can build together," continues Nick. "To truly understand the almost limitless customisation capabilities and how the shipyard creates made to measure yachts that reflect the individual personalities of their owners, you need to physically experience one.

"Our event has allowed us to take people around a yacht that embodies the shipyard's values and educate them on the difference between being a yacht owner and being an owner of a Sanlorenzo. It's also allowed us to speak to people who may not have previously considered a yacht, and introduce them to the possibility of creating their own one-of-a-kind floating home from home.

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“Through our immersive event, we’ve achieved our primary objective of increasing awareness of this remarkable brand in the UK, as well as highlighting how we make the brand more easily accessible, working closely with our customers throughout the entire process of bringing to life their dream yacht, encompassing their lifestyle and entertainment requirements.”

Designed by renowned naval architect Bernado Zuccon and built by Sanlorenzo Yacht at its Ameglia base on the Ligurian coast of Italy, the SL90A is available now, in time for the Mediterranean season.

This beautifully specified yacht is currently on its way from London to Sanlorenzo Yachts UK’s base on the River Hamble at Swanwick, Southampton, where it can be viewed by appointment.

To book an appointment to take a tour of the SL90A and experience Sanlorenzo’s unparalleled Italian style contact the Sanlorenzo Yachts UK team via [info@sanlorenzoyachts.co.uk](mailto:info@sanlorenzoyachts.co.uk) or +44 (0) 2380 450 001

## Ends

### Notes to editors

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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