

## **N e w s   R e l e a s e**

**For immediate release**

**21 August 2024**

### **Sanlorenzo Yachts UK strengthens aftersales and customer support with new appointments**

Elevating customer service and owner experience, Sanlorenzo Yachts UK has expanded its aftersales team with the appointment of two experienced marine industry professionals.

Building on the company's continued success, Ross Stanley-Whyte and Roy Tidman join the growing Sanlorenzo Yachts UK sales team as Aftersales Managers for the leading Italian Sanlorenzo and Bluegame motor yacht brands.

#### **Ross Stanley-Whyte**

Following successful completion of a degree in Naval Architecture, Ross spent more than five years crewing on superyachts, working his way up to captain, before choosing to return shoreside and bring his vast experience and expertise to the organisation based at Premier's Swanwick Marina on the river Hamble.

#### **Roy Tidman**

Marine engineer Roy joins Sanlorenzo Yachts UK with 18 years' experience working on refit/service, commissioning and warranty projects on yachts and motorboats from 20ft to 140ft, both leisure and commercial, culminating in his most recent role as Senior Aftersales Engineer for another luxury yacht manufacturer.

His wealth of experience and knowledge of yachts in this sector, as well as being an approved engineer for some of the industry's most recognised engine, power systems and electronics manufacturers, will augment the already exemplary service offered by the wider UK sales team.

"We're delighted to welcome Ross and Roy to our team, as we expand and build on our success of the last couple of years," says Nick Hatfield, Sales Manager at Sanlorenzo Yachts UK.

"As such highly skilled and qualified marine professionals, they bring extensive experience to their new roles which will enable us to exceed the levels of customer service and experience that our discerning owners have come to recognise as a pillar of the Sanlorenzo brand."

Offering true customisation, Sanlorenzo creates made-to-measure yachts that reflect the unique personalities, tastes and lifestyle choices of their individual owners. Each yacht is a work of art with its own story to tell.

With the exterior aesthetic the only pre-defined factor, Sanlorenzo's portfolio comprises innovatively designed ranges of skilfully crafted, customisable yachts (28 to 38-metres in length), from the planing SL Series and semi-displacement SD Series to the adventurous 'crossover' SX Series and the Smart Performance SP Series.

For more information on Sanlorenzo Yachts UK and the Sanlorenzo range visit <https://sanlorenzoyachts.co.uk>

## 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>

Media enquiries via MAA: Mike Shepherd – [mike@maa.agency](mailto:mike@maa.agency), tel: 023 9252 2044