



PRESS INFORMATION

August 2015

## **SUNSEEKER CELEBRATES BEST OF BRITISH AND MAJOR MILESTONE AT CANNES**

*Cannes Yachting Festival, 8<sup>th</sup> – 13<sup>th</sup> September*

Sunseeker International is looking forward to treating visitors to the best of British at this year's Cannes Yachting Festival. Eight of the brand's luxury performance motor yachts will be on display and the show will also see Sunseeker mark an important milestone for the brand.

The highly popular Predator 57 will be making its show debut on the Sunseeker stand and visitors will have the opportunity to explore this and other models from across the range, including the versatile and elegant Manhattan 55, the powerful 115 Sport Yacht and the sublimely stylish 86 Yacht. Visitors will also be able to learn more about three exciting new models set for launch in early 2016 - the 131 Yacht, 116 Yacht and 95 Yacht.

Sunseeker's highlight of the show will be marking the delivery of its 100<sup>th</sup> luxury performance yacht in the 100ft+ "superyacht" category. Owners and special guests from across the globe will attend a VIP champagne breakfast event on the 9<sup>th</sup> of September to celebrate this achievement which signals a true coming of age for this iconic British brand.

The launch of Sunseeker's first 100ft+ model, the 105 Yacht in the summer of 2000, was the initial step in the brand's progress towards becoming a major player in the superyacht sector. Since then, Sunseeker's 100ft+ offering has rapidly evolved and now extends from the sleek and powerful 101 Sport Yacht to the majestic flagship 155 Yacht, with a diverse range of options in between.

Sales Director at Sunseeker, Sean Robertson, said: "We are really looking forward to displaying our iconic range of luxury performance motor yachts at this year's Cannes Yachting Festival and delighted to be celebrating the delivery of 100 luxury yachts over 100 feet. This major milestone for the business will be celebrated with Sunseeker owners at the show and we'll also be sharing more details of the exciting new models set for launch in 2016."

### **Sunseeker models on display at Cannes:**

Manhattan 55

Manhattan 65

Predator 57

75 Yacht

86 Yacht  
28 Metre Yacht  
80 Sport Yacht  
115 Sport Yacht

Ends

## Notes to Editors

### About Sunseeker International Limited:

Sunseeker is the world's leading brand for luxury performance motor yachts.

Originally named Poole Power Boats, the company was founded by brothers Robert and John Braithwaite in 1969. The company changed its name to Sunseeker International in 1985 and has since become a global icon, with every Sunseeker the result of an uncompromising and unmatched approach to design, craftsmanship and performance.

In August 2013 a majority stake in the business was acquired by Wanda Group, the Beijing headquartered conglomerate with strong footprints across China, Europe and the US. Wanda Group is a committed long term shareholder providing strong financial and strategic backing for Sunseeker's continued growth and success. In January 2015, they appointed Phil Popham as the company's new Chief Executive Officer.

From its manufacturing base in Poole on the south coast of England, Sunseeker employs c.2000 people and produces around 150 boats every year ranging from 40-155 feet. Demand for the company's larger models continues to grow year-on-year with more than 100 yachts over 100 feet in length already delivered. Buyers have benefitted from the company's 'Bespoke' customisation service which allow individual customers to personalise their yacht. Working very closely with highly professional dealer representation in over 60 countries, service and product support is a key priority in maintaining customer satisfaction.

The Sunseeker range constantly sets new standards and benchmarks. From the sporty Portofino, San Remo and Sport Yacht models, through its luxurious Manhattan range, iconic Predator models, and its majestic Yachts range, each Sunseeker is the result of an uncompromising approach to innovative design and engineering excellence. Never settling for second best, it is this spirit of excellence that has driven Sunseeker to its pre-eminent position in the leisure marine industry today.

The current 18 boat range consists of:

<b>Yacht</b>	155, 131, 116, 28M, 86, 75
<b>Sport Yacht</b>	130, 101, 80, 68
<b>Predator</b>	84, 80, 68, 57
<b>Manhattan</b>	65, 55
<b>San Remo</b>	53
<b>Portofino</b>	40

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