New Sunseeker Partnership In Asia

What do cars and boats have in common?

Eric Noyel, the French entrepreneur who founded Asia Marine Yacht Services three years ago, is partnering with Wellington Soong, the godfather of high-end automotive brands in the Philippines. Noyel - who is committed to turning Asia into a boating playground - believes that there is huge untapped boating business potential in Southeast Asia. “This partnership is a wonderful opportunity to bring Sunseeker to these ideal cruising destinations. By partnering with motoring legend Wellington Soong, this allows us to take a prominent position in a very promising market."

Quality and Styling - the James Bond Touch

Soong, who has been a car aficionado all his life, is particularly fond of the British marques, and is the dealer for Aston Martin, Jaguar and Land Rover. “Sunseeker has all the attributes that I love about the British,” says Soong. “I love the quality and styling that sets these yachts apart, and with that James Bond touch, the brand is also sexy! The yacht market is still underdeveloped but has potential for a number of reasons: the number of wealthy entrepreneurs and the thousands of islands waiting to be discovered and explored.”

The Sunseeker brand under this new partnership was recently launched at ‘Sea-Ex 2016’ held in Manila. Luke Prince, General Manager for Asia Marine Yacht Services, is enthusiastic about the potential of Sunseeker in these emerging Asian markets. “I believe the 50 to 80ft range is going to be the most popular size, and we have recently sold a sold a new Sunseeker Predator 68 and a Sunseeker Portofino 40. With a number of new marinas coming online, there is now the infrastructure to support boat ownership. This will translate into more sales, both for new boats, as well as the second hand market."

From humble beginnings, Sunseeker have evolved from being a brand, to a global icon. Producing the finest motoryachts the world has ever seen, every Sunseeker is the result of an uncompromising and unmatched approach to design, craftsmanship and performance.

Manufactured in Poole on the south coast of England, Sunseeker employ c.2000 people and is represented on every continent by a network of distributors. Available from 40 – 155 feet, the Sunseeker range constantly set new standards and benchmarks. Never settling for second best, it’s this spirit of excellence that has driven Sunseeker to its pre-eminent position in the marine market today.

Asia Marine Yacht Services Ltd is headquartered in Hong Kong, with offices in Thailand, Philippines and Indonesia and is now the official distributor for Sunseeker in the Philippines and Indonesia. For more information on Sunseeker yachts please contact Luke Prince, Head Broker.

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