

PRESS RELEASE

April 2016

NEW DISTRIBUTOR FOR PRINCESS YACHTS IN WESTERN SWEDEN

Princess Yachts West Sweden AB have been announced as the new sole distributor for Princess Yachts in the region. Established by Benny and Jessica Martinsson, who founded Nord West in 1985 and have together overseen the building and sale of over 600 boats, Princess Yachts West Sweden AB is built on over 30 years of marine experience.

In the last three years the pair have shifted their focus from the manufacture of motor yachts to yacht brokerage and aftercare, securing sales in 2015 totaling 10 million euros. The new partnership with Princess Yachts marks the next step in their business development and will see them sell new Princess motor yachts to their customers alongside their existing brokerage business. Benny and Jessica pride themselves on providing quality aftercare working closely with the Volvo Penta Marine Centers in Marstrand and in Lysekil to ensure all used boats are refurbished to the highest standard. This same level of care will be translated into the sale of new motor yachts, reflecting Princess Yachts' exceptional attention to detail and peerless design, innovation and craftsmanship.

Benny Martinsson, founder of Princess Yachts West Sweden AB said, *"We are incredibly proud to become part of the Princess Yachts network and are excited to be able to bring the brand's exceptional craftsmanship and quality products to our customers."*



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Princess Yachts West Sweden AB are delighted to welcome current and new customers to their Princess Yachts centres in Vindön, Lysekil or Marstrand.

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Notes to Editors:

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Princess Yachts

Plymouth-based Princess Yachts epitomises the best of British manufacture, from its quality craftsmanship, design and engineering pedigree, to the refined elegant and luxury interior styling of its craft. The result blends cutting-edge technology with traditional craftsmanship to set new standards in performance, evident across the Princess range of sophisticated flybridge motor yachts, dynamic V CLASS sports yachts, ground-breaking S CLASS sportbridge yachts and flagship M CLASS superyachts. The Princess reputation for design, engineering and manufacturing excellence has earned the company global appeal and established it as a truly international brand.

Princess Yachts International was acquired in 2008 by L Capital 2 FCPR, an investment group co-sponsored by LVMH (Moët Hennessy Louis Vuitton) and Groupe Arnault.

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