

## **Princess Yachts to unveil three brand new boats at the Southampton Boat Show.**

26<sup>th</sup> August 2011



Situated in a new 'prime position' along the waterfront at Mayflower Park, Princess will be making the world debuts of their new 98 Motor Yacht and the Princess 60 (pictured). The V72 will also be making its UK introduction at the show.

One of the many pleasures of the Southampton show is being given the opportunity to clamber on board some of the most luxurious motorboats in the world. There will be a host of beautiful behemoths at the show, including the new Princess 60.

Princess say she'll have the agile handling of a sports cruiser, quick acceleration and a fast transition to planning speeds. Inside, her saloon should be bathed in natural sunlight and will contain three en-suite cabins. The main deck features an aft seating area with low-level furniture, separate dining forward and a well equipped galley to starboard ensuring a highly sociable layout.

One of two World Premiers at the show for the company, the new 98 Motor Yacht will also provide a showcase for the brand's interior design expertise and, through its unique ownership, its close relationship with some of the World's most luxurious fashion houses and fellow LVMH brands. The first 98 has been styled in conjunction with Fendi Casa and includes a wealth of furniture, fabrics, detailing and floor coverings from the Italian design house throughout her spacious interior.

Appearing at a UK show for the first time is the new Princess V72. Princess has said their new V72 is 'a truly spectacular sports yacht and perhaps one of the most exciting V Class models the company has produced to date. From her elegantly poised profile to the beautifully detailed and uniquely designed interior, she brings a new style to the V Class range that is contemporary and dynamic.'

There will be a total 14 Princess craft on display at the show this September at two new locations both on land and on the marina. Princess will also be operating the Platinum Ticket boats once again this year.

Boats displayed:

On Land (Stand E56) – Princess 64, V42.

On the Marina (M491-M502) Princess 42, 54, 60, and 72, 78, 85, 98 Motor Yachts. V Class - V45, V52, V62, V72, V78.

Contact: 01489 557755 [www.princess.co.uk](http://www.princess.co.uk)