



Aerial view of Hensa Lago Marina, Altendorf, Lake Zurich

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Princess Motor Yacht Sales: Princess Motor Yacht Sales Announces New Swiss Dealerships

Princess Motor Yacht Sales has announced the appointment of two new dealerships of the prestigious motor yacht brand Princess, with locations on Lake Zurich, Lake Lucerne, Lake Maggiore and within the beautiful Three Lakes Region to help strengthen the presence of Princess in Switzerland.

Hensa Lago Marina, based in Altendorf, Lake Zurich, and Herzog Marinecenter, which has facilities in Alpnach, Lucerne and Gersau, will offer

the Princess range of luxury yachts to customers across those regions. Their partnership with Princess Motor Yacht Sales brings together three family-run businesses who all share the same commitment to excellent customer service. Under the arrangement, Herzog Marinecenter will operate as Princess Yachts Vierwaldstättersee and Hensa Lago Marina as Princess Yachts Zurichsee, providing sales, part-exchange and comprehensive aftercare support.

“These new partnerships are an exciting addition to our Princess network, giving us a ready-made platform to expand our coverage in a territory that is rich in potential,” explained Colin Capewell, Managing Director of Princess Motor Yacht Sales.

“Switzerland is a stunning location for would-be Princess owners, and we have been keen to increase our coverage in this area. Both new partners have more than 100 years of history in the region, superb facilities, and an outstanding reputation, so we are particularly excited to have formed a strong relationship with them.”

He continued: “We think Princess is a great fit for all parties and comes at a perfect time with our sector getting ready for the 2019 season of boat shows across the UK and Europe.”

Managing Director of Herzog Marinecenter, Ivo Herzog, explains: “There is a real sense of excitement around this deal and we are looking forward to introducing our clients to the full Princess range. We will be one of the first Princess distributors to see the new R35, which will be arriving in Switzerland in early April, and is the perfect craft for cruising the waters of the lakes in our region.”

Bjorn Hensler, owner of Hensa Lago Marina, commented: “We have built a great facility here at the marina on the beautiful cruising waters of Lake Zurich, providing outstanding opportunities to display our new Princess Yachts as well as supporting and caring for the boats over the winter period. We share the same high standards of service as our new partners Princess Motor Yacht Sales and are looking forward to a long and successful relationship.”

Princess Motor Yacht Sales, which is owned by the Midlands-based Whale family, operates in the UK, Channel Islands, Spain (Malaga and Balearic

Islands), Portugal, Turkey, Germany and Switzerland.

In January 2019, several of the latest yachts in the Princess range will be showcased at the Dusseldorf Boat Show. These will include four world premieres, including the Princess Y85, V78, F45, F50, alongside the exhilarating new Princess R35.

ENDS

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About Princess Motor Yacht Sales

Princess Motor Yacht Sales has been established for over 50 years. Solely dedicated to the Princess brand, the company is the oldest and the world's largest distributor of the Princess range of luxury motor yachts in the world. This background is reflected in the company's continued commitment to delivering to customers the best possible sales and ownership experience.

Princess Motor Yacht Sales operates in the following markets; UK, Channel Islands, Spain (Malaga and Balearic Islands), Portugal, Turkey, Germany and Switzerland