**News Release**

**For immediate release**

**11th August 2014**

In keeping with tradition, **Ancasta International Boat Sales** will have their professional teams and Brand Managers on hand throughout the entire 10 days of the show to conduct viewings and help people with their enquiries. Ancasta recently secured the U.K’s South East dealership fo**r Beneteau Power**, which further extends their new boat portfolio considerably and this year they will be conducting viewings on models from the massively popular Antares and Swift Trawler ranges, along with two ‘specials’ from the Gran Turismo range. Find them on M475 – M535.

The **Beneteau Sail** stand will as usual, be an intensive hive of activity, with top models from First and Oceanis and of course, the much anticipated debut of the Oceanis 35.  Ancasta are thrilled to be show casing the First 35 Carbon Edition, a very highly specified Oceanis 55 which will be berthed on M252 and are very proud of their combined efforts with **Hamble Yacht Services** to customise an Oceanis 48.  As part of the show’s ‘Try A Boat’ event, she has been extensively modified for the Isle of Man charity *Sailing for the Disabled* and having already sparked further interest from the disabled sailing community, Ancasta hope that she will inspire and provide a fantastic platform from which advances can be made to ensure everyone can enjoy sailing completely unhindered by any physical limitations.

Ancasta’s **Prestige Luxury Motor Yachts** team can be found with three of the very best on M443 – M447 and are extremely excited to be part of the much anticipated arrival of the Prestige 420 Fly which is making her UK debut. They are also taking appointments to view the Prestige 500 and 550 at a time which is convenient to yourselves.  As agents for the world’s best- selling multihulls, Ancasta are bringing us the best line we have seen to date from **Lagoon** , which includes the revolutionary 39. Ancasta have already toured South Coast extensively with the cat which has been extremely well received, not least because she is ideally suited to UK waters and conditions.  You can find out why the 39 is proving to be such a popular choice with both sail and power enthusiasts by visiting M155 - M156A where you will also find the Lagoon 450 and awesome 52.

The Ancasta Group including Hamble Yacht Services and Advanced Rigging will as usual be maintaining their very high profile presence at this year’s PSP Southampton Boat Show.

The Group, have recently rebranded and re-launched  **HYS Rigging** as **ADVANCED RIGGING**. Dennis Fisher and Neil Brinsdon who have both spearheaded the change told us that due to an unprecedented demand for rigging expertise required outside of the marine industry, they needed to rethink their strategy and create a far more wide reaching and generic brand. Still with the same experienced and dedicated team of experts, **ADVANCED RIGGING** will proudly take its place next to **Hamble Yacht Services** on their newly located stand **GO71.** As regular exhibitors at the show, both teams are looking forward to the convivial atmosphere that prevails within the main hub of Ocean Hall, while offering new customers a comprehensive insight into how they have remained industry leaders for over 30 years.

For further details please go to www.ancasta.com/easterAB

**ENDS**

**Notes to editors**

* Ancasta International Boat Sales has 15 offices across Europe
* Ancasta is the UK’s largest Beneteau Yachts dealer and the UK’s largest Prestige Luxury Motor Yachts dealer
* Ancasta is exclusive UK dealer for Lagoon Catamarans
* In addition Ancasta is a new boat dealer for Bordeaux 60, Fairlie Yachts and McConaghy Yachts
* The Ancasta Group incorporates Hamble Yacht Services, a full service boatyard operating from Port Hamble.
* For more information on Ancasta visit www.ancasta.com

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