

## News Release

For immediate release

15<sup>th</sup> January 2018

# Ancasta and Prestige go Balearic!

## Ancasta to be Prestige dealers for the Balearic Region

**Ancasta International Boat Sales has announced that it has strengthened its relationship with Prestige Motor Yachts, becoming dealers for Mallorca and Ibiza in the Balearics. Prestige sales and servicing will be available in the region through Ancasta's Palma de Mallorca office as well as the new Cala d'or office that opens early 2018.**

Ancasta Prestige Brand Manager, Nick Hatfield, is delighted that Ancasta will be working with Prestige Yachts in the Balearic region, *"Prestige is such a strong brand, the company's growth speaks volumes about its popularity and reputation. There is huge potential here and this new relationship in the Balearic region will enable us to cater for those who wish to buy or keep their boats in the Mediterranean."*

Being able to offer sales and servicing for Prestige Motor Yachts from Ancasta's Mallorcan bases will benefit both international clients and locals of all nationalities living in the Balearics. Dealing with Ancasta's Mallorcan offices is made even easier by the multilingual team in place and, as part of the Ancasta Group, the team has the support and backing of the established network.

Prestige is the fastest growing motorboat brand in the world and now, for the first time, the UK motorboat market 'Big Three' is not made up of solely British brands. Prestige are releasing six new models for 2018 that will further cement their position as a major player in the motor yacht market.

Speaking at Southampton Boat Show in September, Jean-Phillipe Brun, Sales Director for Prestige, touched on the brand's positioning, he said *"The market is changing and we are now one of the major players in Europe, Worldwide and in the US, becoming the world leader in 40ft-75ft luxury motor yachts."*

Ancasta and Prestige look forward to seeing you at Boot Dusseldorf where all the key models will be on display and available to view.

Prestige Motor Yachts are now available for sale and servicing through Ancasta International Boat Sales, Palma.

Contact Ancasta Palma on +34 971 719678 or email [prestigeyachts@ancasta.com](mailto:prestigeyachts@ancasta.com)

For more information on Ancasta visit [www.ancasta.com](http://www.ancasta.com)

**ENDS**

## Notes to editors

- Ancasta International Boat Sales has 14 offices across Europe
- Ancasta is the UK's largest Beneteau Power and the UK's largest Beneteau Sail dealer
- Ancasta is the largest UK dealer for Prestige Luxury Motor Yachts dealer and Prestige Yachts in the Balearics
- Ancasta is exclusive UK dealer for Lagoon Catamarans
- In addition Ancasta is a new boat dealer for CNB Yacht Builders and McConaghy Yachts
- The Ancasta Group incorporates Hamble Yacht Services Refit & Repair and Advanced Rigging and Hydraulics, both operating from Port Hamble.
- For more information on Ancasta visit [www.ancasta.com](http://www.ancasta.com) and [www.ancastayachts.com](http://www.ancastayachts.com)

Media enquiries via Marine Advertising Agency:

Alison Willis - [alison@marineadagency.com](mailto:alison@marineadagency.com) Tel: 023 9252 2044