



**Phuket, Thailand. 23 November, 2010.** Lee Marine, Phuket's leading brokerage and new yacht dealership, has announced two "firsts" prior to participating in the 2011 PIMEX International Boat Show, Royal Phuket Marina on 6-9 January, 2011.

For the first time in Thailand, the Lee Marine booth will feature the super luxurious Riva brand from the Ferretti Group as well as the other Ferretti Group brands represented by Lee Marine in Thailand: Ferretti, Pershing and Custom Line.

Lee Marine is now one of a global network of dealers for Riva.

On the water Lee Marine will feature the first Prestige 400 Generation 2 to arrive in Asia.

Inside the exhibition hall it will combine with the Ferretti Group on its large stand to have the unusual sight of a large manufacturer and a dealer sharing the same booth.

Lee Marine's large, well placed booth will be directly in front of the exhibition hall main entrance and the company will have at least five boats on the water.

Commented Lee Marine Managing Director, Joshua Lee on the Ferretti commitment to PIMEX: "Ferretti Group is committed to the Asian market and offers a wide range of vessels that share common attributes: technological excellence, top performance, superior quality and innovative design.

"Lee Marine and the Ferretti Group are proud to announce the arrival of the Riva brand to Thailand for 2011".

Ferretti Group is one of the world leaders in design, construction and sale of luxury motor yachts, with a unique portfolio of the most exclusive, prestigious brands in the nautical world: Ferretti Yachts, Pershing, Riva, Itama, Bertram, Mochi Craft, CRN and Custom Line.

Four 106 cm plasma television screens will simultaneously run continuous loops to promote the huge range of models represented by the brands on continuous loops.

Normally dealers and manufacturers do not jointly brand their stand at international boat shows but on this occasion Ferretti Group and Lee Marine have joined forces on the single stand.

Explained Lee Marine General Manager Martin Holmes: "While PIMEX is not the biggest of the international boat shows it is still very important that people coming to the show can meet the dealers and manufacturer representatives and learn more about the Ferretti Group."

Ferretti Group representatives from Italy will be in attendance, along with Lee Marine's own sales force.

On the water the first Prestige 400 Generation 2 boat will lead the way. Lee Marine will feature at least five boats in four berths. They are the Jeanneau 36i, the Prestige 400 Generation 2, a Pershing 80' based in Phuket and Singapore and a Ferretti. Final decisions on other boats are still to be made, but they are likely to include another Pershing and a Riviera.

**Editor's Note: At PIMEX Lee Marine will be located at:**

**Exhibition Hall - Stand 29. Spaces C and D.  
On Water Display - E12, E13, E14, E15**

#### **About Lee Marine International Marine Brokerage**

Since incorporation in 1997 Lee Marine has become Thailand's leading yacht sales and service company, offering a full range of new and pre-owned vessels. Our specialists concentrate solely on yacht sales and services and have refined these processes to be clear, efficient and effective. Lee Marine are authorized distributors in Thailand for Riviera Marine, Ferretti Yachts, Pershing Yachts, Jeanneau Power and Sail and Riva boats.

#### **About Riva**

In May 2000, Riva joined the Ferretti Group, one of the world leaders within the sphere of luxury boating. Thus commenced a new season of development. From a blend of technology, boating and design, Riva reinvented a contemporary and modern style, which remains undisputed and recognisable, unique and unmistakable, both in Aquariva's 33 feet and Athena's 115. With almost obsessive zeal, Riva's engineering department began researching and studying new models, integrating Chairman Ferretti's product knowledge with the design of Mauro Micheli and Officina Italiana Design. [www.rivaboats.com](http://www.rivaboats.com)

#### **About The Ferretti Group [which manufactures the Pershing 80']**

Ferretti Group is one of the world leaders in design, construction and sale of luxury motor yachts, with a unique portfolio of some of the most exclusive, prestigious brands in the nautical world: Ferretti Yachts, Pershing, Riva, Itama, Bertram, Mochi Craft, CRN and Custom Line. Ferretti Group also owns two of companies operating in sectors active in the production of furnishing pieces for the nautical industry, which provide an important competitive advantage, by making it possible to protect the quality of the entire production chain. These companies sell components also to the external market: [www.ferretti-yachts.com](http://www.ferretti-yachts.com)

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