



For immediate release

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### **Asian and World launches at the Exciting New Phuket International Boat Show 2012**

Several major European luxury yachting brands will be launching new models at the Phuket International Boat Show (PIMEX), to be held at the Royal Phuket Marina from 29th March to 1st April, 2012.

PIMEX 2012 will see an unprecedented number of boats on display, the highest quality of marine products ever to be seen at an Asian show, with a significant list of new models being premiered.

The 14 yachts already confirmed for the in-water display include:

- **65 ft Selene Trawler** - PIMEX debut
- **42 ft Fairline Squadron** - Asian debut for the new Squadron line
- **41 ft Monterey** - Asian debut
- **Azimut 82**
- **Lagoon Catamaran 56**
- **Beneteau 50** - PIMEX debut
- **Princess P60** - Asian premiere
- **Princess 72MY** - Asian premiere
- **Princess 78MY** - World boat show debut special edition
- **Princess V52 sports yacht** - Asian premiere
- **Sunseeker's Manhattan 73** - the first in Asia to be shown featuring the revolutionary Joystick Manoeuvring System and carbon fiber construction
- **Sunseeker's Manhattan 63** - recently re-modelled
- **3 Majesty Yachts** starting from 56 ft
- Boats from the **Oryx** and **Silvercraft** range

And many more to come...

The show is selling fast and in the last week 10 more leaders have signed up:

- BLA
- Sail in Siam
- Lee Marine
- Simpson Marine
- Gulf Craft



- Go Boating
- Boat Lagoon Yachting
- Max Marine
- Derani Yachts
- Misaki Engineering

PIMEX has grown significantly each year, and the 2012 edition will set new records for the display of luxury yachts, marine lifestyle products, charter vessels and luxury goods.

March is the perfect time to capture the boat owner looking to upgrade; to promote Thailand's charter opportunities; to assist a new villa owner searching for aquatic toys for their new home; and to meet many of the wealthy expatriates who have retired - or are thinking of retiring - to this beautiful region.

Exhibition Hall and Berthing plans have been posted and bookings are open for prime locations in the exhibition hall and marina (subject to availability). Following demand from the industry, the in-water display has been increased to cater for up to 60 vessels.

For more information visit [www.phuketboatshow.com](http://www.phuketboatshow.com)

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#### **Editors' Notes:**

##### **About Phuket International Boat Show**

Now on its ninth year, PIMEX is an established and successful event in the marine and leisure calendar.

PIMEX 2012 has big plans for 2012 as the on-water display increases and the exhibition hall includes a greater diversity of displays for as far afield as China, Australia, Italy and France.

Like its location, PIMEX is a relaxed event where participants celebrate the boating, leisure and luxury lifestyle in an ideal tropical destination. The show is more than boats on display but also an opportunity to see the latest luxury cars, properties and engage in some Phuket hospitality.

##### **About Informa Yacht Group**

The Informa Yacht Group is part of Informa Plc and encompasses all the company's leisure marine events.



Informa is internationally renowned as a leading provider of information and knowledge via a wide spectrum of media. The company is also the largest publicly-owned organiser of exhibitions and conferences in the world, with an output of over 10,000 events held annually.

As the world's leading organiser of business-to-business yachting events, Informa Yacht Group offers an industry-specific marketing platform for the luxury yachting and lifestyle sectors, through a global portfolio of exhibitions, conferences, regattas and other events.

IYG organises a number of leading Superyacht and other marine events, including:

- > Superyacht Cup Palma
- > Monaco Yacht Show
- > World Yacht Racing Forum
- > Yacht Racing Design & Technology Symposium
- > Abu Dhabi Yacht Show
- > Middle East Superyacht Conference
- > Asia Superyacht Conference
- > Singapore Yacht Show
- > Phuket International Boat Show
- > Superyacht Cup Special Edition Cowes

#### **Media Contact**

Ali Alidina

Email: [ali.alidina@informayachtgroup.com](mailto:ali.alidina@informayachtgroup.com)

Tel: +971 4 4072823