

ASIA'S LEADING YACHTING LIFESTYLE MEDIA

YACHT style



ASIA DRIVE

LEADER: ANDREA FRABETTI ON SUNSEEKER'S GLOBAL AND ASIA AMBITIONS

REVIEWS IN ASIA: FERRETTI YACHTS 780, AZIMUT 68, GALEON 640, HELIOTROPE 48, FOUNTAINE PAJOT ISLA 40

BRAND: BLUEGAME DEBUTS IN SINGAPORE

SHOWS: DUBAI, LA GRANDE MOTTE, MIAMI

PROFILE: YACHT SOURCING, INDONESIA

OWNER: ERIC NOYEL, BALI 4.8, HONG KONG

MARINA: ROYAL HONG KONG YACHT CLUB

LUXURY: WONDER WORLD OF WATCHES

HONG KONG: HKD80

CHINA: RMB90

SINGAPORE: SGD12

MALAYSIA: MYR32

THAILAND: THB350

PHILIPPINES: PHP 450

VIETNAM: VND200,000

INDONESIA: IDR 125,000

REST OF THE WORLD: USD12



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ISSUE 64



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SUNSEEKER MANHATTAN 68

YACHT *style*

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The Sunseeker CEO explains why the Poole builder has stuck to its demanding product growth strategy, as it continues a whirlwind series of new product launches.



Leader: Andrea Frabetti, CEO, Sunseeker

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Covid has proved a challenging time for Yacht Sourcing, but recent yacht sales, the launch of the 50m *Vela* and Bali's re-opening point to positive times.

104 OWNER: ERIC NOYEL, BALI 4.8

Naming his birthday present *Happy Fifty*, Asiamarine owner Eric Noyel says his customised Bali 4.8 is proving a particularly comfortable fit.

110 BLUEGAME DEBUTS IN SOUTHEAST ASIA

Singapore has welcomed its first Bluegame motor yacht, with the BGX70 generating huge interest as it berthed in ONE°15 Marina Sentosa Cove.



Owner: Eric Noyel, Bali 4.8, Hong Kong

MAKING POWERCATS MAINSTREAM

A decade since its launch by MarineMax and Sino Eagle, Aquila has become a truly global brand, with its entire range of power catamarans selling across Asia.



A customised version of the flagship Aquila 70 Luxury is heading to Indonesia

Following the presentation of the upcoming Aquila 41 Yacht at this year's Miami International Boat Show, it's a nice time to look back at how the brand has grown around the world including in Asia, especially with the company celebrating its 10th anniversary this year.

When Aquila was launched as a cooperation between MarineMax and Sino Eagle, it was initially perceived as a 'challenger' with innovative ideas and designs. Yet in only 10 years, it has become the leading brand in the fast-growing power catamaran sector.

Early models included the Aquila 48 and the 44, both inboard flybridge models, and the latter is still in great demand. In total, about, 180 units of the 44 Yacht have been ordered, making it the world's best-selling inboard power catamaran.

EXPANDING RANGE

However, the brand started to really escalate from 2017 due to the introduction of its first outboard model, the Aquila 36 Sport, and the start of a global distribution policy.

Aquila President Lex Raas appointed J&J Design to design the 36 Sport, an outboard engine crossover bowrider with two en-suite cabins. This unique, innovative design started a new trend and quickly became a reference in the industry, with nearly 200 orders for the model received in only five years.

The range then expanded with the Aquila 32 Sport, a smaller model with a similar design. Next up was the Aquila 54 Yacht, a flybridge model offering three to five guest cabins and crew quarters, and which

confirmed the brand's leading position in the power catamaran segment.

This was followed by the flagship Aquila 70 Luxury, a fast cruising yacht produced in an adjacent yard from the other production models. The 70ft hull is vinylester infused in a single piece, while the interior features high-end finishes and Italian furniture.

The brand's newest model in the water is the Aquila 28 Molokai, a bluewater fishing boat

available with a centre console or in a Cuddy version. And in Miami in February, Aquila announced the 41 Yacht, which will launch this summer.

GLOBAL GROWTH

During the brand's first five years, sales were nearly exclusively in the USA and the decision was made to grow the network of dealers. Aquila now has representation, stock availabilities and after-sales service in over 20 countries.

The most important aspect of the global expansion was selecting trustworthy partners that are service and customer-oriented, as internationalisation started from Australia, then focused on Asia and Europe.

Today, the brand has a solid, stable presence in Asia-Pacific. In Australasia, there are dealers in Australia and New Zealand, while Asia includes representatives covering South Korea, Hong Kong, China, Philippines, Malaysia, Thailand, Singapore and Vietnam.

In Europe, coverage is still developing

but already includes Spain, Italy, UK, Greece, Turkey, Austria, Germany and Croatia, while international growth also included appointing dealers in Canada and Mexico, USA's neighbours.

BRIGHT FUTURE

In Asia, Aquila's leading representative is Simpson Marine, which provides excellent sales, after-sales support and brokerage across much of East Asia and Southeast Asia.

Simpson Marine even sold the first Aquila 70 Luxury outside of the USA and the yacht is scheduled to be delivered to Singapore in the coming months before it cruises to Bali. The client added some nice customisations such as solar panels and lithium batteries that can run the air-conditioning silently.

At the other end of the size scale, the first Aquila 28 Molokai in Asia was delivered to Malaysia at the end of last year and it sold within a week of successive showings in Penang and Port Dickson. Further units have been ordered for Hong Kong and Singapore.

To cater to Aquila's growing demand, the factory is now almost 100,000sqm (10 hectares) in size and features three large production centres along with a brand-new three-storey office building. The shipyard has also invested in a private marina that facilitates testing and control quality.

Twenty years ago, power catamarans were a novelty. Even just 10 years ago, they were a niche market. Today, power catamarans have become mainstream, with catamaran builders producing more models and even 'monohull' brands beginning to produce twin-hulled motor yachts.

In fact, power catamarans have become the fastest-growing segment of the yachting industry, with many different sizes and styles that appeal to owners of monohull motor yachts, monohull sailing boats and of course catamaran lovers. Considering all this, Aquila's second decade looks set to be as exciting as its first. ☺



YVAN EYMIEU

A keen sailor who has lived in Asia since 2005, Eymieu has been Aquila's International Sales and Distribution Manager since 2017, overseeing the global expansion of the brand's dealer network.

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SIMPSON MARINE'S RECORD SALES

Asia's biggest yacht dealership reveals the figures that made 2021 its best year to date and highlights exciting deliveries in 2022.

Simpson Marine has announced its record sales year to date, with 135 new and pre-owned yachts sold in 2021. The figure represents a 20 per cent increase on 2020, the previous best year for the dealership founded in 1984 by Mike Simpson, who still leads Asia's biggest yacht services company as Managing Director.

"Simpson Marine's mission has always been to bring people closer to the ocean and help them enjoy the freedom of life at sea," Simpson said. "It's heartening to see many first-time boat owners being welcomed into the yachting fold during 2020 and 2021."

Hong Kong, Asia's leading yacht hub and home to Simpson Marine's headquarters, has remained the liveliest market for the company, while Singapore was among its other leading hubs.

Among its six yacht brands, Sanlorenzo was particularly successful last year. Sales included two units of the SD118 soon after the model's premiere at the Cannes Yachting Festival and the yachts are among scheduled deliveries in Asia in 2022. Sales also included a 52Steel, which is the biggest Sanlorenzo sold by the dealer to date and due to launch this summer.

Bluegame sales increased, while a BGX70 arrived in Singapore at the start of this year, with a BGX60 set to arrive in Asia toward the end of 2022.

Beneteau sales included Antares and Flyer outboard models, while upcoming arrivals include the new flagship Grand Trawler 62 and the Oceanis Yacht 62.

Lagoon sales included many units from 40-50ft while a Sixty 7 powercat is on order for Hong Kong and will be the second in the region, following the delivery of a unit to Taiwan. A Lagoon 55, a model launched last year, and a flagship Seventy 8 motor yacht are set to arrive in Hong Kong in 2022.

Fairline Squadron 50 and 53 units have been commissioned, while the first Targa 45 in China arrived in Shanghai in late 2021. The new version of the flagship Squadron 68 arrives in Hong Kong in spring, while the British builder is scheduled to launch two new models, the Phantom 65 and Squadron 58, later this year.

Aquila deliveries in 2022 will include a 54 Yacht to Pattaya and the flagship 70 Luxury to Indonesia, while Asia's first 28 Molokai was sold in Malaysia soon after showings in Port Dickson and Penang in December.

Simpson Marine also recorded growth in charter, yacht management and services. Simpson Yacht Charter registered a company-record 1,500 charter days including 900 day charters and 40 overnight charters in Hong Kong in 2021, while Phuket and Pattaya accounted for 500 days in Thailand. Simpson Yacht Management's expanding fleet in 2021 included eight new Sanlorenzo yachts in Hong Kong. ⁵

www.simpsonmarine.com

www.simpsonyachtcharter.com



Sanlorenzo 52Steel



Aquila 54 Yacht

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28 MOLOKAI | 32 SPORT | 36 SPORT | 44 YACHT | 54 YACHT | **70 LUXURY**



AQUILA 28 MOLOKAI PREMIERES IN ASIA

Simpson Marine Malaysia hosted two Asia premieres for Aquila's brand-new 28 Molokai over successive weekends, in Admiral Marina in Port Dickson (pictured) and Straits Quay Marina in Penang. The well attended events featured viewings and sea trials that showed off the Offshore model's fishing features and functions, with the powercat sold soon after the premieres. ☞

www.aquilaboats.com
www.simpsonmarine.com

