



Superyachts from World's Top Shipyards to Dock at Abu Dhabi Yacht Show 2011

Moonlight 54m and Jana 46m among superyacht flotilla bound for Yas Marina

Superyachts built by four of the world's top ten yacht builders according to the Global Order Book 2011, will feature in the line up for next month's Abu Dhabi Yacht Show 2011, the Middle East's premier show for superyachts.

The Global Order Book 2011 is a leading industry index which publishes the planned new-builds and order numbers for yachts of 24m or over for every shipyard, as well as the summed lengths of yachts. A definitive indicator of the scope of economic activity within the international luxury yacht industry, this year's index lists several ADYS 2011 participants including Azimut-Benetti, Sanlorenzo, Sunseeker, Feadship and Luerksen, amongst its top 10.

In second place on the index, with 67 orders for 2011, and a total of length of 2,348 metres of yachts in construction, Azimut-Benetti will be represented by top brokers Edmiston & Co, who are bringing the 54m *Moonlight* to Yas Marina for next month's ADYS.

Following in third place with 37 units listed and a total length of 1,170 metres is Sanlorenzo, also ADYS bound with two yachts brought to the show by Luxury Sea Boats. Fifth on the list is Sunseeker, with 31 orders and 999 metres in construction, who will bring one superyacht – a 30m, to next month's show.

Luerksen, ranked sixth with 9 orders for 2011 and a total length of 760 metres under construction, will also be at ADYS. "This will be the third time we participate and it is part of our global strategy to maintain and enhance brand awareness. The Middle East is an important market, and the yacht show in Abu Dhabi offers the right mix of people for us to do business with. We will promote the 78m *Madsummer* yacht delivered in 2008 and the 87m *Phoenix* which we delivered just last year," said Michael Bremen, Sales Director, Luerksen.

Feadship, also ranked in the Global Order Book 2011 top ten with 12 new orders and 760 metres in construction, will be represented by the 46m *Jana*, brought to the show by Yacht Zoo.

"Visitors and exhibitors can look forward to an impressive line-up of superyachts at this year's show," said Andy Treadwell, Managing Director of Informa Yacht Group (IYG), organisers of ADYS. "In choosing to bring top-of-the-line vessels to the Abu Dhabi Yacht Show, the world's leading industry players have re-affirmed their confidence in the event as the region's premier platform to showcase what they have to offer to the market. ADYS is considered to be one of the best targeted shows in the region for the superyacht sector, offering yacht brokers, charterers and builders the opportunity to engage with a high calibre of interested visitors."

UK-Monaco based Burgess has confirmed that the 42.5m *Le Yana* will be berthed at Yas Marina for the show. The sleek Baglietto build was set to make an appearance at last year's show but could not complete the journey in time.



“The complete list of yachts set to dock at ADYS 2011 is in the final stages of confirmation. Show visitors can definitely look forward to an exciting line-up this year,” adds Treadwell.

ADYS is held under the patronage of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and is sponsored by Abu Dhabi Tourism Authority (ADTA), with Yas Hotel as the official hospitality partner.

This year’s edition, to be held March 24 – 26 at Yas Marina, will be co-located and jointly promoted with the season opener of the FIA GT1 World Championship 2011 – one of the most glamorous events on the motor racing calendar.

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Editors Notes:

Abu Dhabi Yacht Show

The launch of the superyacht-centric Abu Dhabi Yacht Show in 2009, driven by Abu Dhabi’s ambitions to become one of the world’s leading marine leisure and yachting centres, has without doubt provided an international focus on the large yacht business in the Middle East.

- Over 7,000 participants from around the world.
- 140 exhibitors from over 30 countries.
- 31 Superyachts from 25m to 100m.
- A number of multimillion dollar deals agreed
- Incorporates a high class exhibition and conference, as well as several other luxury lifestyle events.
- Invitation-only event for the world’s highest net worth individuals.
- The show is a focal point for the yachting industry, where top professionals gather together to discover this new marketplace with vast un-tapped potential.
- A highlight of the event is the “Yacht Ballet” during the spectacular Abu Dhabi Yacht Show Charity Gala Dinner.

For more information and full exhibitor list, please visit the website: www.abudhabi yachtshow.com

The Informa Yacht Group: Global Leaders in Yachting Events

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 including:

- The Monaco Yacht Show
- The Abu Dhabi Yacht Show
- The Superyacht Cup, Palma & Antigua
- The Superyacht Cup Special Edition, Cowes 2012
- The Phuket International Boat Show
- The World Yacht Racing Forum
- The Yacht Racing Design & Technology Symposium
- International Superyacht Coatings Conference
- The Asia Superyacht Conference
- The ICOMIA World Marinas Conference
- The Singapore Yacht Show
- The Marine Tourism and Boating in Asia Conference

For further information on the Informa Yacht Group, please visit the website www.informayachtgroup.com

For more information on Yas Island, please visit the website www.yasisland.ae

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