

SILVER ARROWS MARINE

Mercedes-Benz Style and Silver Arrows Marine confirm joint development of a yacht project

London, 25th July 2012: Silver Arrows Marine (SAM) is the name of a new company to compete in the exclusive world of luxury motor yachts, taking its cue from the legendary Mercedes-Benz Silver Arrows cars which dominated motor racing in the 1930s.

The new 14m yacht is currently being styled by Mercedes-Benz Style. The “Silver Arrow of the water” will feature innovations in functionality and layout never before seen in luxury motor yachts.

Visitors to Monaco at the time of the Monaco Yacht Show will get an exclusive first sight of the new yacht in concept form at a Silver Arrows Marine design presentation for press and clients being held close to Port Hercules on 19-21 September 2012.

“It will be unique in a number of ways,” said Jacopo Spadolini, Chief Executive Officer of Silver Arrows Marine. “Our design solutions will not only transform the quality of the on-board experience, but also result in a profile unlike anything else on the water.”

Ron Gibbs, Chairman and one of the project’s backers, added: “By bringing together the best people and the best ideas we are creating a high performance motor yacht worthy of the illustrious Silver Arrows name.”

Silver Arrows Marine involves not only Mercedes-Benz Style designers but also leading figures in naval architecture and marine engineering. They include Martin Francis, the architect whose innovations include the hull design of the superyacht “A” and the construction technique used to build the glass pyramid at the Louvre in Paris, and Tommaso Spadolini – with 200 yachts to his name, including the first to run at more than 70 knots. Other key figures include Guido M. Pedone (Chief Financial Officer) and Giorgio Stirano (Engineering Director) and Paolo Bonaveri (Global Marketing and PR Director).

Silver Arrows Marine Limited is a UK registered company, with backers from around the world.

Further details of the first Silver Arrows Marine yacht will follow soon.

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About Mercedes-Benz Style

Mercedes-Benz Style is a luxury design brand derived from the strength and success story of Mercedes-Benz. The products target design enthusiasts and stand out for their expression of modern luxury, perfect craftsmanship and highest quality in every detail. Every product represents the values of the Mercedes-Benz brand. In addition to classic car styling, the designers at Mercedes-Benz have been developing designs for other products in co-operation with selected partners since 2010. The Mercedes-Benz Style label includes products ranging from the transport industry and furniture and lifestyle products to industrial design.

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