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YACHT style

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LAGOON, FOUNTAINE PAJOT,
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REVIEWS: MCY 76 SKYLounge, FERRETTI YACHTS 500
RACING: AMERICA'S CUP, SAILGP, BENETEAU CUP HK
SUSTAINABILITY: WATER REVOLUTION FOUNDATION
LEADER: MOHAMMED ALSHAALI, GULF CRAFT
PROFILE: LEE MARINE, THAILAND

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 59



AQUILA 70

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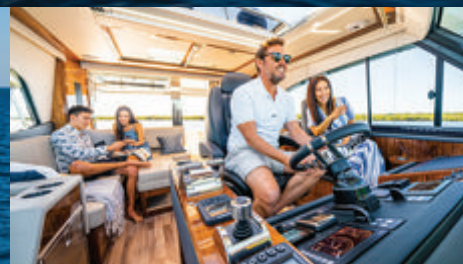
Sustainability: Robert Van Tol, Water Revolution Foundation



RIVIERA
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IN A LEAGUE OF ITS OWN

Introducing the Sports Motor Yacht Collection from Riviera



The extraordinary Sports Motor Yacht Collection offers signature sports looks, sports performance, ultimate luxury and a sporting cockpit – just ready for all types of water sports. A superior offshore, extended cruising capability combined with the latest Riviera luxury appointments, means this outstanding range of four blue-water yachts have got it all. ■ Foredeck relaxation lounge, wide walk-around side decks, all-weather alfresco entertaining deck, internal saloon staircase to the enclosed flybridge and magnificent accommodations including full beam master suites, are just some of their unique features. ■ Now you can truly indulge your passions in pure luxury... for adventure, to explore, entertain, unwind... for an extended escape or weekend away. ■ Proudly built to Riviervas exacting standards, the Sport Motor Yacht is truly in a league of its own.

Four exceptional models 50 64 68 72 (featured) Discover more at www.LeeMarine.com/Riviera

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SINCE 1997



Azimut Grande Trideck

MARINEMAX REVENUE SOARS

MarineMax, the US dealer representing the likes of Azimut, Galeon and Aquila, announced a 70 per cent rise in revenue for January-March compared to a year earlier.

MarineMax, the world's largest recreational boat and yacht retailer, and owner of Fraser and Northrop & Johnson, announced US\$523.1 million in revenue for January-March 2021, a 70 per cent increase on the same quarter last year.

Same-store sales grew over 45 per cent, on top of a 1 per cent increase in the comparable quarter last year. Net income rose more than seven-fold to US\$38.9 million from US\$5.1 million in the same period in 2020.

MarineMax stated that the boost resulted from increased industry demand, while the company's significant geographic and product diversification, and the utilisation of its digital platform have driven growth over the past several years.

Brett McGill, CEO and President of MarineMax, said: "We continue to gain market share as we capitalise on the foundational shift of new customers embracing the boating lifestyle and many of our existing customers upgrading to larger and newer boats. Additionally, our multiple product and service offerings enhance our customers' boating needs while also driving growth."

"We extended our long track record of producing meaningful same-store sales growth while also executing our balanced growth strategy."

I am extremely proud of our team for successfully navigating through the pandemic and capitalising on the ongoing changes in consumer behaviour, while driving significant leverage in our operating model."

Meanwhile, MarineMax also announced the acquisition of Cruisers Yachts, which is headquartered in Oconto, Wisconsin and produces models from 33-60ft. The boatbuilder recently announced the expansion of its production capacity by purchasing a 216,000sqft, purpose-built boat-manufacturing plant in Pulaski, Wisconsin, which will allow Cruisers to more than double its capacity over time.

McGill said: "The strategic acquisition of Cruisers Yachts benefits our customers by filling a meaningful void in our product portfolio, which was created in 2018 by the loss of Sea Ray sport yacht and yacht models. The acquisition also aligns with our long-term strategy of expanding our gross margins by adding a higher-margin business."

"Cruisers has a seasoned, passionate and successful team. Their industry knowledge and their recent expansion, combined with MarineMax's resources, will enable Cruisers to accelerate its positioning in the market. We can continue to expand and grow with Cruisers' model line-up in available markets."

www.marinemax.com



Aquila 54



Galeon 325 GTO



Ione Astondoa, Astondoa



Michel Jost, Silent-Yachts



Martin Schemkes, Delphia

SHIPYARDS TO BROKERS TO CLUBS

Spanish builder Astondoa appoints first female manager, Silent-Yachts strengthens Advisory Board and starts JV in Croatia, Delphia confirms Brand Director, Camper & Nicholson's and Northrop & Johnson hire specialists, and Royal Ocean Racing Club appoints Chief Executive.

Ione Astondoa has joined the management team at historic Spanish shipyard **Astondoa**. Ione is the daughter of CEO Jesús Astondoa and the fourth generation of the family to work at the shipyard, where she has become the first female to hold a managerial position. Ione is working across marketing and communication, cost management and HR.

"The profile of consumers is changing. Younger and younger users are increasingly looking at recreational boating. To identify with their sensitivity, their values and their needs, it's necessary to have a similar experience," said Ione, 27, who has worked at the shipyard since 2018. "As a brand that reflects the Spanish know-how of the luxury yachting industry, we needed to adapt to digital marketing, to new ways of communicating on the experiential level to awaken emotions."

Michael Jost has joined the **Silent-Yachts** Advisory Board and started a joint venture with the solar-electric catamaran builder in Croatia, where a new Silent 62 Tri-Deck demonstrator yacht will be available next year. Jost was formerly Volkswagen's Head of Group Strategy Product and brand Chief Strategy Officer, and a key figure in developing the group's expansive electrification plan.

"It has been more than 10 years that I've been building the future of the Volkswagen brand and the group with amazing colleagues," said Jost. "After smart cars come smart boats, the nautical passion I plan to dedicate myself to with my family. I'm excited to join the growing Silent-Yachts team and help them build a better and sustainable future on the water."

Martin Schemkes has been appointed as Brand Director of **Delphia**, the builder Groupe Beneteau acquired in 2018 to address the inland navigation segment with an offer of electric boats. "Delphia boats are a true escape to your home on the water with reduced environmental impact thanks to its specific equipment and the use of electric propulsion," Schemkes said.

Schemkes was formerly in charge of sales management for the Jeanneau and Prestige brands in Central and Northern Europe. Prior to joining Groupe Beneteau in 2000, he held sales and marketing positions for boat and engine

manufacturers. A Dutch national, Schemkes is a marine engineer with marketing training and also speaks English, German and French.

Daniela Duck has joined **Camper & Nicholson's** as New Build Division Coordinator, based in its Geneva office. Born in Germany, Duck previously spent 15 years with Italian superyacht builder Perini Navi in Viareggio, where she gained an overview of the entire build process.

Along with an initial role in the Purchasing Department, she worked for a decade in Client Support and Contract Management, assisting owners and their teams from contract signature to delivery, also managing the warranty phase. Duck, who speaks German, English, Italian and French, is a graduate of the University of Florence with a Masters in PR & International Marketing.

Northrop & Johnson has appointed **Andrew Yoder** as Technology Success Analyst, based in Fort Lauderdale. Yoder has experience in the business and technology sectors as well as the yachting industry, where he spent five years as crew, moving up to Chief Officer.

In 2020, he joined Wright Maritime Group as Business Relations Manager, assisting with the management of large yachts, handling ISM compliance, human resources and accounting as well as general consulting services. He initiated and implemented the Microsoft Dynamics365 platform for the business relations office and integrated the system for the company.

Jeremy Wilton is the new Chief Executive of **Royal Ocean Racing Club**, which has a 4,000-strong worldwide membership. Wilton, who succeeds Eddie Warden Owen, spent 11 years at Whitbread PLC developing a sponsorship portfolio covering two Whitbread Round the World Races, founded and managed a marketing communications agency, and was MD and COO of Bath and Wasps rugby clubs respectively.

"I understand what it means to be part of a successful culture," said Wilton, an experienced sailor who has competed in the Rolex Fastnet Race, Cowes Week and Sydney to Coffs Harbour. "I am looking forward to guiding the Club into a new era and to be part of the team that will chart the next chapter of this esteemed Club's history." ☞



Daniela Duck, Camper & Nicholson's



Andrew Yoder, Northrop & Johnson



Jeremy Wilton, Royal Ocean Racing Club

LEE MARINE
International Marine Brokerage

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SINCE 1997

SMOOTH OPERATORS

Thailand's Lee Marine is Riviera's longest-serving international dealer, and offers larger steel yachts by Cantiere delle Marche and superyachts through Northrop & Johnson Asia, but confidentiality prevents the dealer from announcing several exciting projects.

WORDS **NICK HUNG** PHOTOS **LEE MARINE & SHIPYARDS**



Managing Director Joshua Lee founded Lee Marine in 1997, having been a charter skipper in Australia and a securities trader in Hong Kong

As Riviera stages the world premiere of its 645 SUV at the 32nd Sanctuary Cove International Boat Show, the Australian builder’s longest-serving international dealer won’t be present. Lee Marine was founded in Phuket in 1997 and has been representing Riviera in Thailand since 1998, but travel restrictions mean founder Josh Lee and colleagues can’t be at Sanctuary Cove this year.

However, that doesn’t mean Lee and his team aren’t keeping busy. As well as Riviera, which produces five ranges of fibreglass motor yachts from 39-72ft, Lee Marine also works closely with Cantieri delle Marche (CdM) as a ‘preferred partner’ of the Italian builder of steel motor yachts from 80-150ft. The Phuket-based dealer is also a broker for a huge range of yachts, new and pre-owned.

Furthermore, since 2018, the company has also owned the licence for Northrop & Johnson in Asia, making it a regional representative of one of the world’s leading brokerage houses.

Representing a global firm like N&J forced Lee Marine to advance its digital capabilities, while Covid deepened that knowledge. Lee is now very used to communicating and selling remotely with clients to offset the absence of local boat shows and the inability to travel to others, including in his native Australia.

“Now, we’re mostly marketing and selling yachts digitally, selling yachts ‘sight unseen’. We’ve sold two 40m superyachts this way. It’s amazing, really,” Lee says from his company headquarters in Ao Po Grand Marina, where staff include General Manager Martin Holmes, Lee’s first employee in 1997.

“Since Covid, boating has become the hot new thing in Asia and we’re sitting right in the middle of arguably the best playground in the region.”

The Australian has seen a lot of changes in the industry since he

was a charter skipper in the Whitsunday Islands before eventually settling in Thailand by way of Hong Kong, where he worked as a securities trader.

However, the combination of developing the Northrop & Johnson business in the region and adapting to selling yachts in the ‘new normal’ has both challenged and energised Lee Marine’s Managing Director in recent years.

“The yachting industry continues to grow digitally, even more rapidly recently due to the pandemic. Brokers release more information online with yacht specifications, details and images



The Lee Marine office in Ao Po Grand Marina in northeast Phuket

that may have previously been confidential. However, more readily-accessible facts ultimately benefit the end user, the client,” Lee says.

“Although Asia has antiquated rules for yacht classifications and various procedures, the modern brokerage is digitally savvy, with the capability of selling products remotely. Lee Marine is now very data-driven and properly prepared, which has been proven by our sales and achievements.”

Despite sales of over 700 yachts and over two decades of successful business, Lee has kept his company focused on Thailand and not expanded across the region, in keeping with the company tagline, ‘We aim to be better, not bigger’.

“Through experience, we recognise big is not necessarily best. We have slowed down to concentrate more on the clients we have, as opposed to seeing how many we can get.”

AUSTRALIAN CONNECTION

Lee Marine is now in its 23rd year as a dealer for Riviera, which was founded in 1980. The builder currently produces 22 models across its Flybridge, Sport Yachts, SUV, Sports Motor Yacht and Belize ranges from its facility in Coomera near Sanctuary Cove, south of Brisbane and north of Gold Coast.

Lee Marine has been a perpetual partner of the Queensland yard since 1998, when it sold a Riviera 38 soon after being appointed as the dealer for Thailand.

“Being so pleased with the brand and the service, the owner of the 38 went on to buy a further two Riviervas, upgrading each time,” Lee says. “Our relationship with Riviera is based on respect, trust and conscientious customer care. Clients faithful to this proven brand are happy owners and offer feedback that Riviera heeds.”

Lee says his clients generally prefer Riviera’s larger models, from 45ft upwards, and believes that the brand’s boats are well suited for Thailand’s climate.

“Riviera boats are well-built, reliable, comfortable and aesthetically pleasing. They’re also keenly fit for this tropical weather,” he says. “Riviera boats typically ‘over spec’. Everything is bigger such as the engines, gensets, watermakers, fridges, air-con



General Manager Martin Holmes has been with Lee Marine since 1997

BTU, the AV, galley equipment, sinks, showers, and fuel and water tanks.”

Lee Marine is now collaborating with Riviera on “an exciting, upcoming project”, but as with some other recent builds, the dealer is unable to disclose details at this stage.

ITALIAN EXPERIENCE

Lee Marine was long associated with Ferretti Group, having been a



Lee Marine is the longest-serving international dealer of Riviera, whose display at this year’s Sanctuary Cove International Boat Show includes the 6000 Sport Yacht (Platinum Edition shown)



Lee Marine is a preferred partner of Cantieri delle Marche, which builds steel yachts from 80-150ft including the Darwin 102, which has a range of 5,000nm

dealer for the Ferretti Yachts, Pershing, Riva and Custom Line brands for over two decades until the partnership ended earlier this year.

Lee himself looks back with pride on the role his company played in representing such prestigious brands in Asia. Today, the relationship continues in a looser form, with Lee Marine remaining a broker for Ferretti Group products over 30m along with other superyachts from selected shipyards worldwide.

“We are brand loyal. Our two-decade marriage with Ferretti Group was an incredible voyage of which we are quite proud. Together, we helped build a firm presence for Ferretti Group in Asia,” he says. “Having sold over €100 million (about US\$120 million) of Ferretti Group product, our valued clients gained a treasure trove of incredible memories to cherish.”

Lee Marine has since re-established its relationship with Cantieri delle Marche, having formerly spent six years as the builder’s exclusive distributor for Asia-Pacific. Only founded in 2010, CdM builds steel motor yachts from 80-150ft that provide a strong range of

models in the heart of the superyacht sector, also allowing a seamless transition for Riviera clients to upgrade.

“With CdM, we are delighted to revive our efforts to assist clients wishing to move from moulded fiberglass to custom steel yachts, suitable for those who prefer the ability to have longer-range adventures with more self-sufficiency and comfort,” says Lee.

“Having built, bought, enjoyed and sold many yachts during an owner’s yachting progression, an aficionado emerges. Often, this is the time Lee Marine introduces a ‘little ship’ from Cantieri delle Marche for their consideration. We see CdM as the future for ‘lifetime’ owners because the build quality is northern European standard.”

Lee Marine has already sold three CdM custom yachts and Lee anticipates many more sales following his company’s renewed focus on the brand. Again, as with Riviera, he indicates that Lee Marine is collaborating with CdM on a major new project, but details remain confidential.

Lee believes there an increasing number of yacht owners in Asia



An example of CdM’s ‘little ships’, the 31m Archipelago (the fifth Darwin 102) has four decks, large volumes and luxurious interiors



© NEXTWAVE YACHTING



Lee acquired the Northrop & Johnson Asia licence in 2018 and its 2021 sales include the Sunseeker 131 Rhine (left), which was based in Hong Kong; Lee at the presentation of the 69m Feadship Samaya delivered in 2017

and that CdM is an increasingly attractive proposition as more clients and prospects are looking for extended cruising, beyond the region’s traditional preference for day trips and short-term use.

“We’ve seen a growth in local yachting and boat ownership since we started over two decades ago, and it’s growing all the time. At the same time, yachting in Asia has developed far beyond only short trips.”

SUPERYACHT SPECIALISTS

Considering how long Lee, Holmes and several of their colleagues and associates have worked in the industry, it was a natural progression that the company eventually came to specialise in superyachts as well as production yachts.

This was highlighted when Lee Marine represented the owner of the 69m *Samaya*, with the company introducing the client to Feadship in 2014 and overseeing the 226ft custom build, which was launched in late 2017.

The following year, Lee acquired the licence for Northrop & Johnson Asia, taking on the role of Managing Director, while Holmes also wears a second hat, as N&J’s General Manager in the region. Jim Poulsen was appointed as a Yacht Broker for the brokerage after working for Lee Marine in Phuket for well over a decade.

Lies Sol was appointed as Retail Charter Broker and Charter Manager in 2019, having worked for N&J in Thailand under for five years before spending a year with another international brokerage.

Late last year, Greg Dagge joined the team as a Yacht Broker, the

regional industry stalwart adding further experience to an already strong team, which earlier this year announced the back-to-back sales of the Sunseeker 131 *Rhine* and the 97ft sailing yacht *Taronga*, which were based in Hong Kong and Phuket respectively.

Lee admits that representing a firm as large as Northrop & Johnson both changed and challenged Lee Marine by pushing the dealer to engage in a new level of digital marketing and communication, as well as focusing on charter for the first time.

“As one of the world’s leading, full-service superyacht brokerages and charter companies, Northrop & Johnson is truly a global corporation. They were pleased to have a strong presence with a base in Phuket, but initially it was difficult for us and different because it wasn’t about being tied to promoting a particular shipyard or brand. This relationship, like many, was challenging at the beginning, yet the journey is well in hand now,” Lee says.

“Ultimately, Lee Marine and N&J complement each other extremely well because both firms bring their own strong core base. Lee Marine brokers and its team are regional specialists, either from this area or having lived here for years, and offer unequalled services and quality products. Northrop & Johnson specialises in charters, over 1,000 sold a year, as well as sales. Together, we’re strong competitors on all fronts, from entry-level boats to the world’s leading superyachts.”

www.leemarine.com
www.northropandjohnson.com



Lee Marine represented the owner of the 69m Samaya and oversaw the megayacht’s three-year construction at Dutch builder Feadship



TANVAS 131' (40m) :: Sunseeker :: 2010 :: \$7,950,000 USD
Jim.Poulsen@NorthropandJohnson.com :: +66 81 891 3237

TANVAS is an exceptional yacht priced to sell. Designed for pure fun and entertaining. Offering ample deck space and vast interior volume, she has so much to offer her next owner. After a series of price reductions this yacht must be sold. Motivated vendor. Lying Phuket, Thailand.



PHATSARA 120' (37m) :: Custom :: 2012/2019 :: \$3,950,000 USD
Jim.Poulsen@NorthropandJohnson.com :: +66 81 891 3237



IN THE WIND 62' (18.9m) :: Sunreef :: 2011/2015 :: \$798,000 USD
Jim.Poulsen@NorthropandJohnson.com :: +66 81 891 3237



HELIOTROPE 65 65' (19.79m) :: Bakri Cono Shipyard :: 2014 :: \$1,730,000 USD
Greg.Dagge@NorthropandJohnson.com :: +852 6323 3105



NEGOTIATOR 48' (15m) :: Formula 45 :: 2011 :: \$379,000 USD
Jim.Poulsen@NorthropandJohnson.com :: +66 81 891 3237



MIA KAI 97' (29.5m) :: Bilgin Yachts :: 2008/2015 :: \$2,650,000 USD
Jim.Poulsen@NorthropandJohnson.com :: +66 81 891 3237 / Greg.Dagge@NorthropandJohnson.com :: +852 6323 3105

Perhaps Thailand's premier private yacht, MIA KAI has been continually upgraded by the owner and presents beautifully. She carries an impressive compliment of water toys, two tenders and redundant systems ensuring uninterrupted fun. Carefully selected artwork adorns the interior and a unique layout suits all types of cruising. With best-in-class flybridge featuring a sublime music system, MIA KAI is a stunning yacht that is always under great demand chartering to elite clientele. Thai VAT paid. Inspections are highly recommended.



AQUAVIT VI 62' (18.97m) :: Beneteau :: 2016 :: €595,000
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COCAL 75' 3" (22.94m) :: Cantiere Tormene :: 2010 :: \$895,000 USD
Greg.Dagge@NorthropandJohnson.com :: +852 6323 3105



ORIENT PEARL 90'2" (27.5m) :: Custom Built Schooner :: 1997/2017 :: \$750,000 USD
Greg.Dagge@NorthropandJohnson.com :: +852 6323 3105

• RECENT PRICE REDUCTION



MILLIAN 69' (21.2m) :: Custom :: 1997/2018 :: \$550,000
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