

Beat: Lifestyle

Phukets 12th International Boat Show

PIMEX 2015

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USPA NEWS - After four bustling days from January 8 to 11, 2015, PIMEX (Phuket International Boat Show), South East Asia's most popular marine and lifestyle exhibition, presented by Thailand Elite closed its doors again to start getting ready for the next Boat Show in 2016.

Asia's leading consumer boat show confirmed that PIMEX 2015 was the biggest yet with a visitor record of more than 5,000 of which 2,000 visitors came on the first day. The aim of the boat show is to attract high quality visitors who have the spending power for high end products on offer at the show. Exhibitors feedback indicated that they had a lot of interest from potential buyers from within Thailand and overseas and the "real" work will start afterwards as a result of contacts made at the show.

A packed exhibition hall drew lots of interest for its real estate products, brokerage boats and new builds as well as luxury cars such as Aston Martin, Rolls Royce, BMW and Mini on display.

51 high quality boats in the in-water display emphasised the high end character of the marina. Thailand's leading dealers and brokerages as well as top brands from around the globe displayed and/or introduced new boats from 10 metres (32-foot) to 34 metres (112-foot). 17 of these yachts were more than 20 metres (66 foot).

Boats from Princess Yachts, San Lorenzo, Wider Yachts, Gulf Craft, Monte Carlo and Custom Line made their debut at the 2015 exhibition.

Ferretti Custom Line yachts had their debut with four boats on display including the largest boat in the show, the Ferretti Custom Line NEXT 112, a 112-foot (34 metres) yacht. This was presented by Thailand dealer Lee Marine who have been part of PIMEX each year since the show opened for the first time 12 years ago.

Boat Lagoon Yachting presented seven new Princess Motor Yachts 68 ranging in size from 13 to 27 metres (42 to 88-foot). They were also showcasing a new Princess 64 and launched the Princess 88 in Thailand, so far the star of the Princess Yachts line-up.

The Heliotrop 65 was introduced by Northrop & Johnson. It is the first solar-assisted luxury catamaran and receives up to 7KW of power from an intelligent state-of-the-art solar power system.

Other luxury products included: Quadski, high speed amphibious vehicles, operating on land and water; Kho Samui based company Archi Studio, specializing in both architectural, interior design and building material using contemporary technology;

Markagain, an Italian company for management and resale of pre-owned luxury products such as real estate, luxury cars, yachts and more.

PIMEX 2015, Thailand's ultimate luxury lifestyle show has again proven to be the number one Asian event of choice to launch global brands successfully in the region. Mark your calendar for the 13th Phuket International Boat Show 2016 from 7th to 10th January at Royal Phuket Marina.

Gallery go to: <http://phuketlife.weebly.com/pimex-2015.html>

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