



GRAND BANKS YACHTS LIMITED

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Grand Banks To Showcase Three Boat Designs At Singapore Yacht Show In Largest-Ever Showing In Asia As Regional Buying Interest, Particularly from Singapore and Japan, Perks Up



SINGAPORE, 3 April 2014 – Grand Banks Yachts Limited (“Grand Banks”) will unveil three new luxury motor boat designs, the largest showing ever in Asia, during the upcoming 10-13 April 2014 Singapore Yacht Show amidst signs of increasing buying interest from the region, particularly Singapore and Japan.

The manufacturer of the globally renowned Grand Banks brand of yachts is lining up the 54 Heritage EU, 43 Heritage EU and the 41 Heritage EU for the fourth edition of the Singapore show. The event at the ONE°15 Marina in Sentosa Cove is expected to be attended by thousands of boat enthusiasts from the region.

Mr. Hank Compton (“Mr. Compton”) Director of International Sales of Grand Banks, said: “FY 2014 was one of the strongest years for new boat sales in Asia Pacific in more than 10 years. Through direct sales efforts, along with the help of our dealer partners, we have delivered six new boats in the region, including two boats in Singapore, and we are thrilled with this result.”

“Following the strong interest during this month’s boat show in Yokohama, we decided to unveil our strongest line-up ever for any Asian boat show. Asian buyers are getting increasingly sophisticated and many are drawn to the heritage, tradition and craftsmanship that Grand Banks’ yachts are known for. We have also launched our first non-English website dedicated to our Japanese customers,” he said.

Singapore-headquartered Grand Banks announced also that it is reconfiguring a 43 Heritage EU tailored for Asian and European waters. Unlike other boats, this model will feature a shaft drive propulsion system which improves fuel efficiency at displacement speeds and is also more suited for regional waters, which have major shipping corridors and are more prone to debris.

Since February 2014, after a 12-year lapse, Grand Banks has begun a Factory Direct sales model in Singapore, instead of via distributors. “This is the only place in the world where we are selling boats factory direct. This is a great model for Singapore, considering the close proximity of our manufacturing plant in Johor, Malaysia. This gives potential buyers the opportunity to deal directly with the factory for sales and after sales support. I am very excited about the future of this sales model in Singapore,” says Compton.

End of Release

About Grand Banks Yachts Limited

With a renowned legacy that dates back to 1956, Singapore-based Grand Banks Yachts Limited is a global brand well known for its vast experience in manufacturing and selling luxury motor yachts. The Grand Banks brand is recognised across the globe for superior quality and craftsmanship which created one of the most acclaimed and highly sought-after yachts on the market today. The Group's manufacturing facility is located in Pasir Gudang in Malaysia. Grand Banks was listed on the Singapore Exchange in 1987 and upgraded to the Main Board in 1993.

For more information, visit: www.grandbanks.com

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