



A S I A M A R I N E

Phuket, November 30th, 2021

The start of a new era for ASIAMARINE in Thailand

Five years after their initial partnership, Asiamarine Yacht Services Limited is now fully integrating Asia Marine Limited within its group in Asia under the brand ASIAMARINE.

This integration will see Asia Marine Limited (Thailand) develop and adopt ASIAMARINE's brand identity through the group's active offline and digital activities.

Vincent Tabuteau, CEO of Asia Marine Limited commented: "Asia Marine (Thailand) was founded in 1989 when the yachting industry in Phuket was focused on traditional sailing boats. We have been leaders in yacht charter from wooden 'junks', to bare boat fleets and fast motor yachts. The yachting world has changed, and a new approach is needed to ride the next wave. I am glad to work with our trusted partner Eric Noyel and my son Benjamin on this evolution of the company to execute this vision of a wider and more sales driven strategy"

ASIAMARINE & FRASER Thailand operate from their offices in Phuket Boat Lagoon and Yacht Heaven and from a new location at Ocean Marina Yacht Club in Pattaya strengthening their presence in Bangkok & Chonburi areas.

The group regionally represents the highly sought-after Bali Catamarans, the award-winning Galeon motor yachts, the premium Swedish brand Nimbus, as well as Tigé wake surf boats and Wellcraft fishing boats. Customers will benefit from the group's scale with the availability of new and brokerage yachts from this season increased thanks to a regionally shared inventory.

Eric Noyel CEO of ASIAMARINE group says, "A clear focus is given on dealership and brokerage sales, building on the solid foundations which made the reputation of reliability and technical prowess of the company as a charter, repair and yacht management specialist. This buoyant activity will be led by Benjamin who is native of Phuket and will be accompanied as long as necessary by Vincent transitioning into a well-deserved retirement."

"Our Service and Charter base in Yacht Haven is overseen by Operations Manager Adam Taylor, together we will continue to offer of quality services for yachts of all sizes; this includes our bare boat fleet, day trips and overnight charter yachts, brokerage and yacht management activities as well as representing FRASER superyacht services" added Benjamin Tabuteau, General Manager for ASIAMARINE (Thailand).

About ASIAMARINE GROUP: Created in 2013 with headquartered in Hong Kong, ASIAMARINE has grown since 2013 into a major player in the industry in Hong Kong, Thailand, Singapore, Vietnam and The Philippines. The group distributes leading sailing and motor yacht brands and offers a vast range of brokerage, chartering and other services to amateurs, enthusiasts, and professionals in the region. ASIAMARINE also heralds the regional presence of FRASER, the number one name in superyachts.

About FRASER: Fraser has been the world's largest superyacht brokerage company for the past consecutive 10 years, representing over 15% of the superyachts' transactions every year. Services include yacht sales, charter, yacht management, crew, and construction, specializing in yachts over 24m.

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