

ART Marine launches “Club Azure” at the Dubai International Boat Show

13 March, 2007 – **Dubai, United Arab Emirates**

ART Marine, the Middle East’s leading marine hospitality and yacht brokerage organisation, today launched Club Azure at the Dubai International Boat Show.

Club Azure is a fractional yacht ownership programme, which offers an intelligent business and lifestyle model, combining the quality and guaranteed availability of luxury yacht ownership with affordability.

The Club Azure concept will lower the access threshold to luxury yacht ownership while eliminating the hassles and simultaneously opening the door to luxurious vacations in some of the world’s hot spots; such as St. Tropez, Monaco, Cannes, Dubai and the Red Sea.

*Capt. Hugh Garside, of Club Azure explains:
“You have the freedom, flexibility and choice of where you want to go cruising on your yacht, given you have access to the fleet and not just your boat. Owners can choose to spend spring days in the Cote D’Azur, cruise for several winter days in the Red Sea, or Turkey’s Aegean Sea..”*

Club Azure’s fleet will comprise of luxury Azimut 68 Evolution motor yachts with superb accommodations including mid ship full beam master suite – the yachts sleep 8 in 4 cabins plus crew. They are licensed to carry up to 14 people at sea. The Azimut 68E is a powerful motor yacht reflecting superior ergonomics and design, elegance and functionality allowing a luxurious lifestyle and access to ports everywhere.

Fractional ownership of the yacht is secured by an upfront purchase price plus an annual management fee which covers maintenance, crew and overheads. This entitles up to 8 part-owners exclusive access to one of the fleet’s yachts for 4 weeks per year for 5 years. Crew and maintenance costs are shared between the owners, thereby reducing the overall cost of ownership.

At the end of the 5 year period, the boat will be sold and the proceeds distributed pro-rata to the member shareholders. Over the 5 year period, this concept presents a considerably more cost effective business model than chartering or 100% ownership.

Raja Chawla, Executive Director at ART Marine says “Club Azure offers an innovative and intelligent method of yacht ownership. Each owner will enjoy the equity benefits of an investment, and at the same time, the costs of managing a major asset are shared across a group. A perfect balance of enjoyment, prestige and smart investment practices”

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Club Azure will bring outstanding levels of professional hospitality to the yachting experience with a fully qualified Captain and hostess on board – who meet and greet you at the airport on arrival - ensuring safe and hassle free yachting, fully supported by the ‘door to deck’ Club Azure 24 hour Concierge Services Team who look after all the on-shore needs when visiting ports such as local tours, shopping, restaurant and theatre bookings and transport.

Capt Hugh Garside comments “Each time you come aboard, this is your private yacht, serviced by a team of professionals - at sea and ashore - who are dedicated to providing you with an exquisite experience.”

“During the booking process, owners will complete questionnaires to uncover their personal and lifestyle preferences as well as special needs and requests so that every detail can be attended to during their cruising experience” he adds.

A yacht ownership share represents part of a luxury portfolio of lifestyle assets, and at the same time offers an ideal escape from daily business pressures and hectic schedules.

*“Club Azure is the **smart** choice for **successful** individuals who want to enjoy spectacular yachting freedom, consistent service, **exceptional experiences** and **compelling financials**.” Said Raja Chawla.*

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Background

ART Marine is the leading distributor and the exclusive importer and distributor of Azimut – Benetti group for the GCC, Egypt, Jordan and Pakistan. ART Marine is also the exclusive dealer in the GCC for Monte-Carlo Marine speed boats, Grand Soleil and Stompcraft sailing boats, and Riviera fishing boats. Aside from selling yachts, ART Marine has Service, Charter and Marina Management divisions, and has now launched Club Azure, their yacht ownership programme.

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