



Motor Yacht Solandge to Debut Global Brand Campaign at Monaco Yacht Show

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Palma de Mallorca, Spain– Delivered in October 2013 by Lürssen with a length of 85 metres, Solandge has quickly become one of the world’s most iconic super yachts on the global charter market. She will make her inaugural appearance at the 2014 Monaco Yacht Show from 24-27th September and simultaneously debut her new innovative and emotionally captivating brand campaign.

Designed to appeal to an elite global audience, the campaign - a conceptual partnership between Master Yachts and Leagas Delaney – will launch to coincide with the Monaco Yacht Show and run in print media across the United Kingdom, USA, Europe and Asia. The new campaign embraces a rare vision focusing on what people value most in life – quality time with loved ones. It will run under an iconic headline: *“When you have achieved everything in life, all that is left is your generosity.”*

Uniquely different from other super yachts, Solandge is a labour of love offering an experience similar to that of visiting a friend’s personal home. With that vision in mind, the Solandge brand highlights the generosity that is felt when sharing magical time with friends and family.

Built as a family yacht for pleasure on extended voyages throughout the Caribbean and Mediterranean, Solandge was lovingly crafted to provide a home-away-from-home for clients and their families and friends. Her generosity is felt throughout – from her extraordinary volumes and unique mix of rare and striking materials to her exceptionally warm and attentive crew led by Captain Brett Fillis.

The Solandge brand was developed by the super yacht management company, Master Yachts, in collaboration with Leagas Delaney, an independent creative brand agency based in London.

Richard Masters, Founder and Managing Director of Master Yachts which oversaw Solandge’s build by German specialists Lürssen in 2013, said of the brand campaign:

“The most important thing for us in developing this brand was to be authentic and true to the vision. Solandge is not only an extraordinary vessel but she has a strong and

incredibly warm personality and we wanted to ensure that was captured in the communications.”

Leagas Delaney Group Chairman and Creative Director Tim Delaney said of the agency’s objective in developing the brand:

“The idea of generosity is universal, it speaks to us as human beings. But importantly for Solandge, it’s genuine. She was built with this vision in mind from the beginning. Our job was to bring it to life in her communications in a way that can transcend global boundaries.”

www.solandge.info

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Notes to Editors:

About Solandge:

Delivered in October 2013 by the renowned shipyard Lürssen with a length of 85.10 metres and a beam of 13.80 metres, Solandge is one of the world’s most iconic new super yachts available on the global charter market. Designed by Espen Oeino with interior design by Aileen Rodriguez, she offers six extraordinary decks designed as a home-away-from-home on the high seas. Managed by Master Yachts, Solandge recently completed her first cruising seasons in 2013/2014 in the Caribbean and Mediterranean.

About Master Yachts:

Master Yachts is a super yacht management company, dedicated to providing a bespoke, diligent and exceptionally reliable service for both sail and power. Each member of the company’s team holds a high level of industry knowledge and expertise, handling requirements with the utmost professionalism and integrity, cementing the brand as a prominent leader in the yacht management sector within the super yacht industry.

About Leagas Delaney:

Leagas Delaney (leagasdolaney.co.uk) is one of the most enduring and creative brands in global marketing communications. Founded by Tim Delaney in 1980, Leagas Delaney has offices in seven key cities around the world. Leagas Delaney delivers thinking that transforms businesses and helps organisations to introduce changes that inspire clients and customers alike. Leagas Delaney’s clients span the retail, finance and charity sectors, among others. Always at the forefront of developments in marketing and communications, Leagas Delaney offers fully integrated digital services to clients.

About Lürssen:

The German yacht-builder Lürssen has earned an international reputation as the No. 1 specialist in exclusive, custom-built yachts. For five generations and since 1875, Lürssen has been cultivating the most refined skills and advanced technologies to create truly outstanding vessels. And because the company’s connection to ship-building is as deep-

rooted and individual as only family bonds can be, the Lürssen commitment is deep and its approach individual. The company with its head office in Bremen operates seven separate locations in Northern Germany, each specializing in a specific size of yacht – from 60 metres to well over 200 metres in length. Each is equipped with the most advanced shipbuilding technology available and staffed by highly qualified and dedicated naval architects, specialized engineers and technicians.

For further press information on Solandge or to request a viewing in Monaco please contact:

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