



Sunseeker Charters

PRESS RELEASE

June 2010

Sunseeker Charters Wins 'Yacht Charter of the Year' at the Quintessentially Awards



Sunseeker Charters beat off strong competition to claim the accolade of 'Yacht Charter of the Year' at the inaugural Quintessentially Awards in association with The British Virgin Islands.

The nominees in the 'Yacht Charter of the Year' category selected alongside Sunseeker Charters were internationally renowned marine companies Burgess, Camper & Nicholsons, Edmiston and YCO. Each company was chosen due to their 'outstanding contribution and service to both their customers and the luxury industry as a whole'. Sunseeker Charters claimed this prestigious award by accumulating the most votes from Quintessentially Members.

The Quintessentially Awards, which took place at the Freemason's Hall in London on 1st June, represented the luxury market across the fashion, travel and lifestyle sectors. The ceremony was compered by Claudia Winkleman, who was assisted by a host of VIP guests including Leslie Phillips. The 'Yacht Charter of the Year' category, which was sponsored by Kahn Design, was presented to the Poole-based company by Keith Duffy of Boyzone.

Other winners at this eagerly anticipated event included the restaurants El Bulli and The Fat Duck, London bar Nobu Berkeley, One&Only Reethi Rah Hotel, Maldives, and perfume house Hermès. 'Car of the Year' award went to both the Aston Martin One-77 and the Jaguar XJ.

Ben Elliot, co-founder of Quintessentially, said: "Tonight's awards proved that luxury is on the up. We are delighted that within 10 years Quintessentially continues to be at the forefront of the luxury arena. The winners chosen for this evening's awards are designed to reflect the pinnacles of luxury, exclusivity and elegance – echoing the hallmarks of Quintessentially and The British Virgin Islands."

David Ward, director of Sunseeker Charters, said: "We are absolutely delighted and flattered to have been credited with this prestigious award, especially in face of such stern competition. It is testament to the outstanding dedication and diligence of our team that Quintessentially Members have recognised Sunseeker Charters as offering the best in luxury yacht charter. We look forward to maintaining and extending our position at the head of this exclusive market."

(Ends)

Contact

Katie Havicon-Mills, Senior Charter Consultant, Sunseeker Charters
23 West Quay Road, Poole, Dorset BH15 1HX, United Kingdom
Tel: +44 (0)1202 682890 Fax: +44 (0)1202 682827
Email: katie@sunseekercharters.net www.sunseekercharters.net

Editor's notes

- Sunseeker Charters specialises exclusively in Sunseeker motoryachts.
- Sunseeker Charters offers a fleet of more than fifty motoryachts across the Sunseeker range – from the 'jewel in the crown' Sunseeker 37 Metre Yacht through to the sporty Superhawk 43.
- Sunseeker Charters' fleet is located in destinations around the world, including the Mediterranean, northern Europe, the Americas, Australia and Asia.
- Sunseeker is a world-renowned, British motoryacht brand with a heritage of fifty years.