

# Pioneering Partnership

*A Closer Look at Princess Yachts America*  
Distributors of Princess Yachts in the United States, Canada,  
Central America, Venezuela, and the Caribbean Since 1995



  
**PRINCESS**  
PRINCESS YACHTS AMERICA



## Welcome

Thank you for your interest in Princess yachts. In 1995, the exclusive relationship between Princess Yachts America (formerly known as Viking Sport Cruisers) and Princess Yachts International of Plymouth, England was formed in the interest of introducing a new class of luxury performance cruising yachts to the American market. As the sole distributor for Princess in the United States, Canada, Central America, the Caribbean, and Venezuela, each Princess yacht delivered by Princess Yachts America is the result of a tireless collaborative effort to bring European elegance and craftsmanship together with American support and supervision for the ultimate performance cruising yacht experience.

Today, the relationship between Princess Yachts America and Princess Yachts International and the spirit of cooperation and mutual respect that make it work remains as strong as ever. We are proud of the fact that every Princess yacht we deliver meets the demanding criteria set forth by the American Boat and Yacht Council (ABYC). Each model must also comply with the United States Coast Guard's Office of Boating Safety regulations. While many European yachts are built to meet various European standards, this does not equate to compliance with the critical requirements established for yachts built for use in the United States.

At Princess Yachts America, our focus each day remains firmly founded in our commitment to our customers and the quality of the ownership experience with their Princess. This distinctive philosophy that drives our company and the dedication our outstanding employees have to delivering a quality product have, without a doubt, been the key to our success. As a result, we have experienced consistently high levels of repeat business with customer loyalty built on a solid foundation of mutual trust and understanding. Our aim is to maintain this relationship with each and every customer and further our understanding of their needs to continue to raise the standard of service in every aspect of our business in the future.

Once again, thank you for your interest. I sincerely hope the information presented here will help you become more familiar with the virtues and advantages of owning a Princess yacht delivered with the service and tradition of excellence in customer care of Princess Yachts America. Beyond the pages of this brochure, I invite you to visit us at boat shows around the country, at one of our dealer sales offices in the United States, Canada, Central America, the Caribbean, and Venezuela, or by visiting us at our sales and service centers in Palm Beach, Florida and New Gretna, New Jersey. My team and I look forward to working with you to help you become more familiar with our fantastic product line and the outstanding ownership experience we strive each day to deliver.

Welcome Aboard!



Tom Carroll  
President and CEO  
Princess Yachts America

## A Distinctive History

In the early 1990s, Tom Carroll, now President and CEO of Princess Yachts America, frequently traveled to Europe to explore new opportunities as Executive Vice President of Viking Yacht Company. On one of his trips to the Cannes boat show, Tom was intrigued by an impressive line of motor yachts built by a company named Marine Projects (Marine Projects would later become Princess Yachts International). Taken with the quality, style, and design concept of the Princess Yachts he saw, it wasn't long before Tom had met with the company principals and was invited to tour their manufacturing facilities in Plymouth, England. During his time spent in Plymouth, Tom discovered many similarities between this European company and Viking. Managed since its inception by founder David King, Marine Projects was a vertically integrated company that manufactured a majority of components in house and had a hands-on approach to design and manufacturing. Yet, it was a ride in the less than friendly waters of the English Channel that proved to be the convincing factor for Tom that these boats had a future in America if the right partnership could be created.

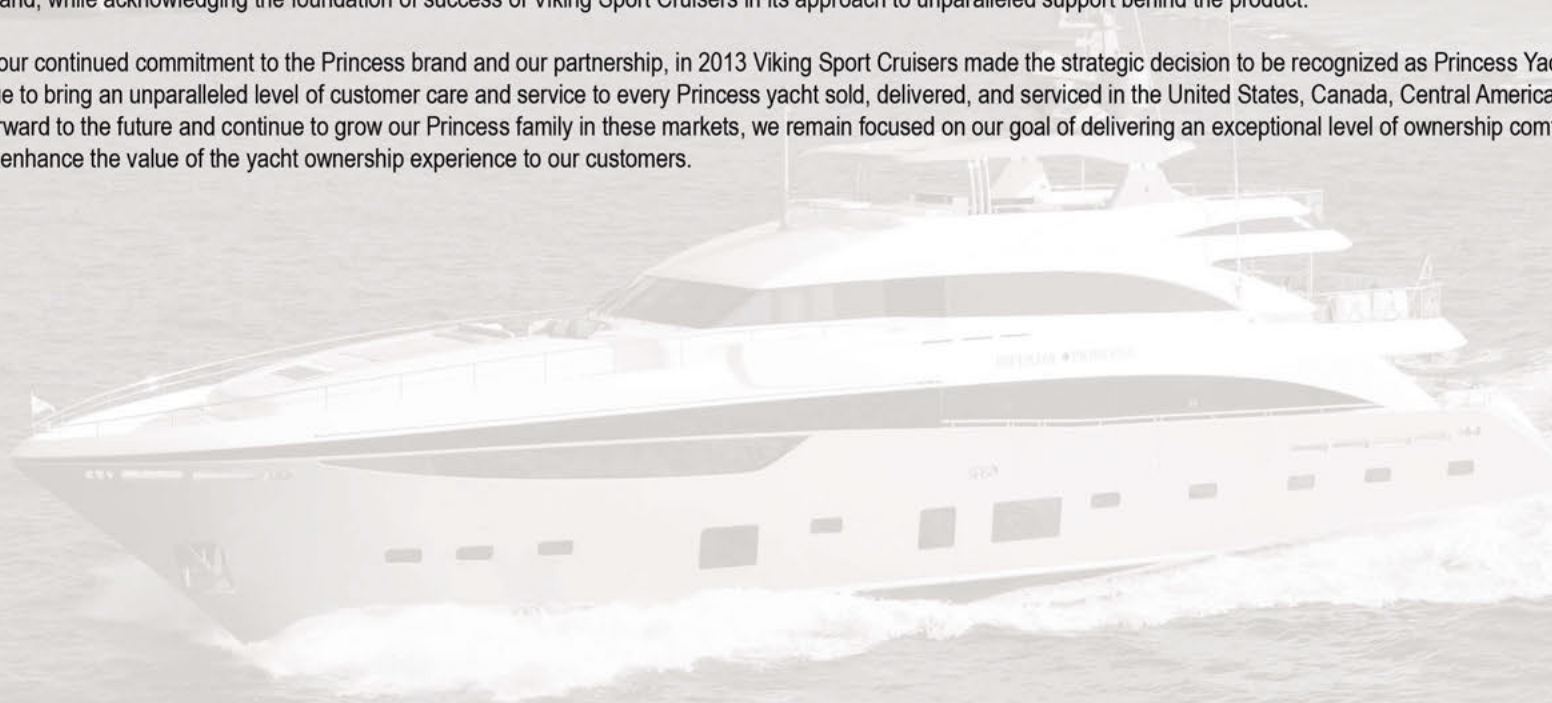
In 1995, the exclusive relationship between Viking and Princess Yachts International of Plymouth, England was forged and Viking Sport Cruisers was founded with the goal of bringing this exceptional class of luxury cruising yachts to the American market. Yachts sold as part of this unique strategic alliance carried the Viking Sport Cruisers brand, which was done initially to reinforce that the product was backed by the same solid foundation of customer service and attention to detail for which the Viking Yacht Company had come to be known. Beyond the brand, both Viking and Princess recognized early on that significant changes to design, engineering, systems, and even interior décor were needed to develop a yacht that would appeal to the American market. This meant redesigning interiors with more spacious accommodations. Appliances that carried a brand recognized for service and quality in America were shipped to Plymouth for installation on yachts in build. Interior decorators were hired to create an ambiance that American buyers would favor. Refrigeration was increased to accommodate extended cruising and air conditioning and generator system specifications were upgraded to counter the hotter climates of Florida and the Caribbean. Engine rooms were reconfigured to accept more horsepower to satisfy the performance requirements and speeds expected in what was becoming an emerging market for European styled cruising yachts in America. Electrical systems were designed from the ground up for 120/240V 60 Hz service to ensure each yacht could handle the increased loads required for safe operation of all systems and components installed on board.



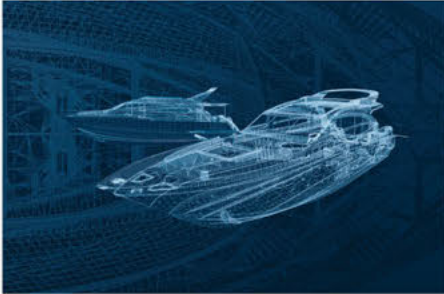
A lot has changed since the first yacht built for Viking Sport Cruisers was produced in 1996. Models that have been introduced since then have not been simply redesigned or modified to meet the needs of the American market, rather, they have been designed from the start to incorporate the wants and desires of our growing customer base. Princess Yachts International has continued to make significant investments in new facilities, engineering, design, materials, and production techniques in order to continue to improve quality and consistency in each yacht they produce while allowing new models to be introduced to the market more frequently. This continual reinvestment has helped Princess develop a solid companywide infrastructure, expanding capabilities to build a worldwide reputation firmly founded on quality, craftsmanship, and technological advancement with an unparalleled focus on efficiency to deliver remarkable value in every yacht produced. In 2008, Princess became part of the exquisite LVMH family of luxury brands, which includes over 60 of the world's pinnacle companies best known for uncompromising quality. Some of these brands include Louis Vuitton, De Beers, Fendi, Moët Hennessy, and the Feadship Yacht brand acquired by LVMH later in 2008. In addition, the introduction in 2009 of the M Class range of yachts with initial offerings in the 32 meter (105') and 40 meter (132') range moved Princess into a new market with world-renowned super yacht builders.

In 2010, Viking Sport Cruisers and Princess Yachts International announced that, beginning with the 2011 model year, yachts built for North America, Central America, and the Caribbean would be branded as Princess, with Viking Sport Cruisers continuing as the sole distributor for these markets and providing the critical sales and service support for customers through its extensive network of dealers while maintaining the same high level of spare parts inventory in its New Gretna, New Jersey facility. This decision was made with a mutual recognition of the benefits of both companies working together to build a global brand, while acknowledging the foundation of success of Viking Sport Cruisers in its approach to unparalleled support behind the product.

As part of our continued commitment to the Princess brand and our partnership, in 2013 Viking Sport Cruisers made the strategic decision to be recognized as Princess Yachts America in the market, and today we continue to bring an unparalleled level of customer care and service to every Princess yacht sold, delivered, and serviced in the United States, Canada, Central America, the Caribbean, and Venezuela. As we look forward to the future and continue to grow our Princess family in these markets, we remain focused on our goal of delivering an exceptional level of ownership comfort by providing quality support when needed to enhance the value of the yacht ownership experience to our customers.



## Pioneering Partnership



### Private Ownership, Unique Partnership

In 1995, the exclusive relationship between Princess Yachts America (formerly known as Viking Sport Cruisers) and Princess Yachts International of Plymouth, England was formed in the interest of introducing a new class of luxury performance cruising yachts to the American market. Managed since its inception in 1965 by founder David King, Princess Yachts International has nearly 50 years of boat building experience while remaining privately owned and answering only to the unyielding commitment to reinvestment in the product and company that stands behind every Princess yacht produced. As the sole distributor for Princess in the United States, Canada, Central America, the Caribbean, and Venezuela, each Princess yacht delivered by Princess Yachts America is the result of a tireless collaborative effort to bring European elegance and craftsmanship together with American support and supervision for the ultimate performance cruising yacht experience.



### State-of-the-Art Facilities

Princess yachts are built in over one million square feet of vertically integrated manufacturing facilities in Plymouth, England. Comprising over 38 acres, each facility is equipped with leading edge technology and machinery. Multiple CNC routers cut wood, composite, and solid surface parts to ensure pinpoint accuracy and minimize waste. Metal parts are cut on a laser router allowing more components to be made in-house with unparalleled accuracy and quality. Advanced assembly techniques ensure consistent build quality on each model produced.

### Industry Certified and Built to a Higher Standard

Every new Princess yacht produced for Princess Yachts America is built to ABYC Standards and the United States Coast Guard's Office of Boating Safety recommendations. In addition, Princess Yachts America input for design, layout, and engineering begins in the product concept stage to ensure each model is built to our standards for maximum serviceability and ownership comfort in the American market.



### One Part at a Time

As many parts as possible are designed and manufactured in-house to ensure the highest standards of quality and consistent parts availability. Whether fiberglass parts and tooling, PVC and metal tankage, 316 stainless steel hardware, or wiring harnesses color coded and labeled for purpose, you can be sure of incomparable quality and serviceability. Unlike other European-built yachts, Princess yachts produced for Princess Yachts America are designed and equipped for American cruising tastes with systems and components whose names you will recognize and are readily serviced wherever you go boating. In addition, interior joinery is designed, built, and finished by experienced craftsmen using exclusive materials to ensure consistent and lasting quality.

### A Fresh Approach

Princess boasts an expansive product line including V Class yachts from 39 to 85 feet, S Class yachts beginning at 72 feet, Flybridge yachts from 43 to 88 feet, and M Class 30, 35, and 40 Meter yachts to meet the needs of a variety of customers. In-house design and engineering, along with the latest in tooling manufacturing methods allow several new models to be introduced yearly to assure constant development to take advantage of the newest advances in the industry.

### Eye on Quality

Vertical integration ensures as many components as possible are designed and manufactured in-house to the highest standards. Supplied components, many of which are shipped from the United States for installation, are chosen based on reliability and serviceability. Every yacht built is subject to a five point plus inspection process by dedicated, detail-oriented personnel. It is our policy that as many eyes as possible see the yacht during build, upon completion, and before delivery to the new owner. In addition, every Princess yacht undergoes rigorous testing in the English Channel, with Princess Yachts America performing additional sea trials upon the yacht's arrival in the United States. In our constant search for improvement, feedback is welcomed and integrated into building a better, safer, more reliable yachting experience for our customers.



### **People Behind the Product**

Behind every Princess yacht produced for Princess Yachts America stands a team of experienced factory and factory-trained dealer service personnel with an intimate knowledge of on-board systems. The established, long-standing vendor relationships we have forged aid in obtaining efficient service and parts for our customers and support for our dealers. Our unique two-fold dealer and factory customer orientations ensure that each new owner is equipped with as much training and knowledge as possible before heading to sea. If problems should arise, a 24 hour emergency service number ensures help is never out of reach.

### **Finest Service**

The Princess yachts service network provided by Princess Yachts America includes over 45 yacht dealer service locations in North America and spans popular Caribbean and Central American cruising destinations, reaching as far south as Venezuela. Each dealer service organization is equipped with knowledgeable staff trained and supported by our own factory-trained service personnel. In addition, factory owned and operated service centers ideally located in Riviera Beach, Florida and New Gretna, New Jersey are staffed by factory-trained professionals solely for the support and convenience of our owners. Our central warehouse in New Gretna, New Jersey is stocked with over \$1.5 million in spare parts inventory, many of which are accesible through our Online Parts Store, to minimize downtime with overnight shipping available on most items.

### **Value Protection**

Stringent construction standards, a rigorous inspection and testing process, and unparalleled service support help Princess yachts produced for Princess Yachts America enjoy preferred risk status with many insurance companies allowing owners to receive the best rates available. In addition, recognized quality, support, and timeless design deliver value during ownership and at the time of resale.

### **Out Design, Out Build, Out Perform**

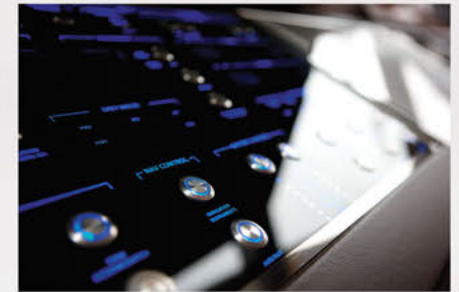
Both Princess Yachts America and Princess Yachts International are committed to a constant reinvestment in the company and the product we deliver by virtue of the values of the founders of each company. A continuous engineering focus and remarkable product development schedule ensures that the latest technology is integrated into new models across the range. In addition, leading edge build and component manufacturing techniques are employed to improve product consistency, safety, and reliability. The end result of this tireless pursuit is a range of yachts with timeless design where form and function synthesize to maximize both beauty and practicality. Yet, though our product line varies in size and style, every Princess model bears the hallmarks of unmatched performance and efficiency due to advanced hull and running gear design and weight distribution and management proven through years of experience and rigorous testing.

### **Redefining What it Means to be Number One**

Princess Yachts America and the strength of our longstanding partnership stands behind every Princess yacht we deliver, ensuring our recognition as an industry leader comes through our commitment to our customers and the product we build, not the volume we produce. The true measure of our success is in the satisfaction of our customers, not our bottom line.

### **One Goal**

Our goal is to deliver the best combination of performance, quality, and luxury in a class of cruising yachts designed to meet the needs of the American yachtsman from a company recognized for excellence in its commitment to its customers and their ownership experience. We invite you to contact your dealer to experience Princess yachts firsthand.







## Customer Service the Princess Yachts America Way

At Princess Yachts America, customer service and product support are our foremost priority. We begin by meeting personally with the owner of every Princess yacht we deliver shortly after delivery day to ensure that their expectations are being met and to establish a relationship that can be relied upon for support during the entire ownership experience. We maintain a large parts inventory, with many parts available for purchase in the Princess Yachts America Online Parts Store, and have service staff and facilities available throughout North America, Central America, and the Caribbean to meet the needs of our customers. An extensive dealer service and parts network stands ready to respond when needed, with each dealer carefully selected for their service capability and for a proven track record of positively supporting the customer. Our dealers enjoy an excellent reputation for customer support, and have an intimate knowledge of the product.

In addition to our expansive dealer service network, our factory owned and operated service centers in New Gretna, New Jersey and Riviera Beach, Florida provide state-of-the-art facilities staffed with experienced mechanical technicians, electricians, fiberglass repair technicians, carpenters, welders, installers and fabricators in an effort to provide the best service possible to our Princess yacht owners. As part of this, each facility features a dedicated mobile customer service support team to provide additional support when needed.

To further ensure service is provided promptly and efficiently, each yacht has a components parts record so a replacement part can be delivered quickly when needed. A rigorous warranty tracking program minimizes recurring problems while improving product reliability to ensure that customers' needs are met more quickly and only the finest quality components are used. In addition, the established, long-standing vendor relationships of Princess Yachts America aid in obtaining efficient service and parts for customers and support for dealers.

As we continue to grow our Princess family in the United States, Canada, Central America, the Caribbean, and Venezuela, we remain focused on our goal of providing quality support when needed to enhance the value of the yacht ownership experience.



Visit the Princess Yachts America Online Parts Store for Princess Yachts at [www.princessyachtsamerica.com](http://www.princessyachtsamerica.com)

## The Princess Range

Princess Yachts America offers the full range of Princess models, including V Class yachts from 39 to 85 feet, S Class yachts beginning at 72 feet, Flybridge yachts from 43 to 88 feet, and the M Class 30, 35, and 40 Meter yachts, through its network of established dealers across the United States, Canada, Central America, Venezuela, and the Caribbean.

### M Class Yachts



40 Meter



35 Meter



30 Meter

### Flybridge Yachts



88 Motor Yacht



82 Motor Yacht



72 Motor Yacht



Princess 68

### V and S Class Sport Yachts



V85-S



V78



V72



S72

V62-S



Princess 64



Princess 60



Princess 56



Princess 52



Princess 43



V39



V52



V57



V48



V48 Open



V39

