



Sunseeker China
圣汐中国

FOR IMMEDIATE RELEASE:

What Luxury Yacht Needs Most Is Perfect Service

—Sunseeker China’s Captain and Crew Service let
you enjoy the yacht cruise as much as you like

(Qingdao – Aug 2010) Recently, the Olympic Marina in Qingdao welcomed a eye-catching “star”, ——Sea Dream Walker II, Sunseeker 80 Yacht. The yacht looks quite “huge” and unusual among the sailing boats and small yachts in the port. This snow-white and streamline-shaped angel quickly and ironically became the media focus during the Sailing Boat Week.



As the coverage of the economic crisis has gradually diminished, the rich in China start to emerge. After real estate and luxury cars, a trend of buying luxury yacht comes into being in the rich circle. Since 2010, the yacht dealers have witnessed the spring of China yacht market. Especially for the custom-made luxury yachts, the supply is unable to meet the demand. Among these, the most famous English yacht brand, Sunseeker, known as "Rolls-Royce on the sea", embraces the best sales performance. Sunseeker China has sold 9 yachts by August this year, most of which are priced over millions GBP. The customers include Want-want Group, Wanda Group and so on. The CEO of Sunseeker China, Traugott Kaminski uses only one short sentence to outline the key of success: Service, Service and Service!

The 80 Yacht mentioned above is exactly under the management of Sunseeker China after it arrived in January. Sunseeker China provides the professional captain and crew service to the owner apart from the sales, including one captain, one crew and one service girl. Beside the daily maintenance, extra technical engineers will have regular check every month to ensure the yacht is always in perfect condition. This time, two professional captains have driven the yacht from hot Sanya to summer resort Qingdao, stopping at Hongkong, Xiamen and Nine Dragon. Captain Wang who is in charge of this cruise said, "an arrangement like this is very clever: avoid the hot summer in Qingdao and back to Sanya before winter comes. It takes about one week cruising from Sanya to Qingdao, we can stop at some coastal cities to fill up the fuel and have a tour in passing. "However, Captain Wang mentioned that long voyage requires very experienced captains and crews to make sure the right route and be capable of dealing with the urgent issues. It also requires a technical engineer who is quite familiar with the yacht and can make sure all the engines, generator and circuit are in good working condition.

"In China, you can buy hardware as long as you have money, but the software is not what you can buy everywhere." Mr. Kaminski said confidently, "the software is the high quality service. For a luxury yacht, high quality service is so so important. I have seen many customers who bought a yacht without good service felt even happier when they finally sold the boat than when they bought it. This shows clearly that to manage a luxury yacht is anything but easy. Sunseeker China's perfect after-sales service can let you enjoy the yacht as much as you like without worrying about any problem!"



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