



New representative for Princess on Balearic island of Ibiza

Princess Motor Yacht Sales reveal well-known local industry figure to act as sub-dealer

Princess Motor Yacht Sales has announced that established Balearic powerboat dealer Robbie Head is joining Princess Motor Yacht Sales as a sub-dealer to represent Princess in Ibiza. He will take on all new yacht sales, brokerage, servicing and maintenance for the highly respected brand on the island from April 2020.

Former professional rally driver and TV sports presenter Robbie has had a lifelong passion for boats. He has experience running two Fairline dealerships in Mallorca and believes top-quality after-sales service and support is of paramount importance. He will be joined by his colleague Katie Rivers, who has previously established a motor yacht dealership in the region and brings administrative and management expertise to the venture.

New-builds available through Princess Motor Yacht Sales range in size from the striking, cutting-edge Princess R35, capable of up to 50 knots, to the 130ft Princess 40M superyacht. At the same time, Princess Motor Yacht Sales and its sub-dealers also sell a wide range of pre-approved used Princesses.

Colin Capewell, Managing Director of Princess Motor Yacht Sales, said: "Robbie's passion for powerboats and motor sports, combined with his long-term business experience, make him an excellent fit for Princess Motor Yacht Sales. We are delighted he will be representing the Princess brand in Ibiza from April 2020 and look forward to working with him to help many more people experience the joy of owning a Princess."

Robbie commented: "My team and I are looking forward to working on behalf of such an iconic brand. Throughout the diverse Princess range of award-winning vessels, all boats are built with the same attention to detail and quality craftsmanship, offering high-performance together with luxurious levels of comfort."

During his 12 years as a professional rally driver, Robbie became best known as Colin McCrae's co-driver, before he went on to put his specialist knowledge to use presenting racing programmes on Channel 4, ITV and Sky Sports. He has represented Fairline in Mallorca for the last three years.

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Photo Caption

Colin Capewell, MD Princess Motor Yacht Sales; Robbie Head, Princess Ibiza; Roger Lipman, Sales Director Princess Motor Yacht Sales; Will Green, Chief Sales Officer Princess Yachts

About Princess Motor Yacht Sales

Princess Motor Yacht Sales has been established for over 50 years. Solely dedicated to the Princess brand, the company is the oldest and the world's largest distributor of the Princess range of luxury motor yachts in the world. This background is reflected in the company's continued commitment to delivering to customers the best possible sales and ownership experience.

Princess Motor Yacht Sales operates in the following markets; UK, Channel Islands, Spain (Malaga and Balearic Islands), Portugal, Turkey, Germany and Switzerland.

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