
PRESS RELEASE

Best of all Worlds for new style sailor-member scheme

Staging their main UK launch at London's ExCel Boat Show will be Pure Latitude - a new style of limited membership club offering a choice of high quality yachts at a choice of locations on a shared use basis. With no capital commitment and no ownership burdens, members enjoy year-round access to the latest craft whilst the club assumes responsibility for the costs associated with ownership.

Unlike most current schemes, which share out a single all purpose yacht from a single location, the Pure Latitude offering is unique in giving members multi-yacht, multi-location ownership at an affordable level.

Modelled on the successful shared ownership schemes for performance cars and private aircraft, members have exclusive use of a range of performance boats, all for a fixed annual fee. There are sailing yachts ranging from a sporty Beneteau First 27.7 to a luxury X37, plus a rib and a powerboat. Advice, training and a crew finder service is all included.

Membership is through a tiered points-based system, managed through a smart online database. Three levels of membership ranging from just £2,995 up to £6,995, offer an affordable option compared with outright ownership or chartering.

The mid tier option of £4,995 offers some 25 days sailing per year – based on an average mix of fleet usage, and weekdays/weekends throughout the year.

"It's a simple concept but with endless possibilities," said managing director Martin Gray. "Consumers are demanding more options and more flexibility – we're responding to that, by taking away the limits."

"For the equivalent of mooring fees, members can enjoy year-round sailing on the latest boats, whilst we take care of all the costs and remove worries over depreciation, insurance and servicing."

Pure Latitude will be on stand N065M in the North Hall - just alongside the Start Boating area. Further information is available from www.purelatitude.com

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Pure Latitude - the best of all worlds ...

more boat choice... more time on the water... and more financial sense