

## PRESS RELEASE 01/2014

### MARIN BASE HAS SIGNED AGREEMENT FOR EXCLUSIVE DEALERSHIP OF ITALIAN AMER YACHTS

Marin Base Yacht Management and Brokerage Company which was established on 2013 and is mentioned most often this year has signed exclusive dealership agreement with Permare Srl for Amer Yachts from Italy.

Mr. Bahadur Sen the partner of Marin Base has declared that; even though there has been short time since establish, Marin Base has made his mark within Turkish yachting market. With the liability of our motto "Your Confidence is Our Compass" we give particular importance our customer's reliabilities. In consequence of these reliabilities we should provide quality services both yacht management and brokerage issues. We believe that the cooperation with an excellence in Italian Ship building like Permare Group who hasn't enter the Turkish yachting market yet will let us to provide quality yacht sales as reliable as both our clients and also Permare Group has deserved.

Besides he added; We will organize a special campaign with the special prices for Eurasia Boat Show 2015 which will be held on mid february in Istanbul in an attempt to promote Amer brands and quality to the Turkish market.

Right after the signing of agreement, Barbara Amerio who is chairwoman of Permare SRL has indicated that; we selected among the emerging companies of nautical Turkish Marin Base because it responds to the characteristics of our brand Amer. Our research was imprinted on professionals with experience and sensitivity to the after sales service. Able to provide Amer yachts customers with a superior and high quality service on the Turkish territory. Building a niche product made in Italy in a few limited models totally custom, Marin Base is the right partner to promote our Italian brand and select the Turkish customers with targeted marketing actions by conventional press as well as being very active on social media. Together we will launch a new product during the new Eurasia Amer 94 ', the unique superyacht model in the Med-area powered for the first time with n.3 IPS 1200 Volvo that will ensure exceptional performances both in consumption and comfort on board. To know more stay tuned with Marin Base in the next future.

**PERMARE SRL;** *The Permare Group was established in the '70s by the great passion for the sea of its founder Fernando Amerio.*

*It started as a center for technical assistance, today has come to be an excellence in the Italian shipbuilding, reaching the turning point with the series Amer, yacht designed and built entirely custom made. Created in 2000s, the Amer family includes models from 86, to 92, to 100 and 116 feet.*

*The Group, in addition to the construction and sale of the yachts, can boasts the storage and maintenance of the boats made in the shipyards of Sanremo Ship in Portosole and in the new shipyard Cantieri del Mediterraneo in Bussana of Sanremo.*

*The Amer clients, more and more faithful over the years, can rely on innovation, passion and tradition. None Amer is equal , each yacht expresses the owner's personality, his history, his taste and his habits.*

*This is the added value of the achievements of the Permare Group that sets it apart.*

#### MARIN BASE

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**NOTES TO PUBLISHER:**

**ABOUT MARIN BASE:**

As two co-founder, we served as officers more than 15 years to the Turkish Navy and had professional ability about human, equipment and resource management than conducted all marine operations according to international maritime rules and laws with naval discipline and naval customs. After retirement from Turkish Navy we had two years experience by way of working in the yacht industry as each of us operation and financial managers. Finally we have established our own company MARIN BASE which provide yacht management, yacht brokerage and consultancy services with our huge knowledge about maritime world and sensitive approachments to all topics of maritime.

We have adopted as a principle of "RELIABILITY" that required mostly in the yachting world for making contribution to yacht management with reformist vision, contemporary perceptivity and innovational solutions. So, we are as assertive as we can say "no matter which direction your boat's foreship is leaded as long as you lean on us" because "your confidence is our compass" in our motto.

**OUR MISSION:** Our mission is to serve professionally and most reliable management and consultancy service for all your luxury vehicles but mainly your boats that you've deserved with the triangle of "reliance-privacy-bliss" from the beginning of purchasing process.

**OUR VISION:** Our vision and basic policy is to gain your trust and resume it with transparency. The lexical meaning of the "RELIANCE" in the dictionaries will be "MARIN BASE"

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