

## PRESS RELEASE

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### The Heart and Soul of V Class – All-New Princess V55 Announced

- The dynamic all-new V55 from Princess hones renowned V Class qualities and new design language to redefine V Class yachting
- Coupe-like styling and generous sunroof reflect owners' sporty and alfresco lifestyles
- Hand-crafted using premium materials of the highest quality, the V55 is stylish without compromising practicality or usability
- Unique new hull architecture makes the V55 an out-and-out sports boat
- Class-leading combination of performance, efficiency, and lower centre of gravity layout makes the V55 the most user-friendly and exciting yacht in its class
- Efficient, state-of-the-art twin Volvo D13 lightweight engines combined with Princess's unique resin-infused deep-V hull provide the foundation for a 37 knot<sup>†</sup> top speed and optimised seakeeping

#### Introduction

Princess Yachts' V Class range is focused on an exciting and comfortable life at sea. Athletic, dynamic and luxurious, the range fits perfectly into owners' outdoor lifestyles – be that cruising from port to port, enjoying water sports, or entertaining friends and family.

The V55 nestles in the heart of the iconic V Class line-up, recently expanded with the addition of the V50, V60, V65 and V78 models alongside the existing V40. The Princess V55 delivers on a clear brief for the modern sports yacht owner's demands – elegance of form, quality of materials, perfect practicality and inspiring dynamics.

With new standards of refinement in interior fixtures, fittings and definition of space, and a striking new exterior design language recognisable by the new exterior V Class windows and rakish profile, there is a clear purpose of design that clients will appreciate. The V55 from Princess Yachts will appeal to V Class loyalists potentially looking for a step-up in size and performance as well as new clients searching for an elegance and purity of purpose unavailable amongst the competitors.

An all-new Princess deep-V resin-infused hull lies at the heart of the V55, providing the foundation for a rewarding outdoor lifestyle aboard the newest member of the V Class. The layout of the yacht,

its interior design and architecture reduce the centre of gravity, whilst its ocean-going range and performance combine to deliver a rewarding ownership proposition.

The V55 hull's structural form delivers technical sea-keeping advantages by optimising lift and drag at speed and providing the framework for its ingenious use of space. At the heart of the V hull's stability and predictability is the compact, efficient, high-power twin Volvo D13 engines that deliver up to 2,000 mhp combined and a top speed of 37 knots. The result is an intoxicating combination of engine performance, physical dimensions and sea-keeping behaviour – classic V Class traits.

## **Design**

With Princess's unique and powerful clarity in design purpose and purity of form, the V55 is visually impressive from every angle.

The exterior of the latest V Class is characterised by long sweeping lines and sculptural forms that are striking in their simplicity. The dynamic profile conceals a spacious interior that's perfect for just relaxing or making longer journeys in supreme comfort. Access to the V55 is from the elegantly proportioned hydraulic bathing platform, leading to the teak deck that runs throughout the living area.

An illuminated Princess 'crown' logo on the transom guides guests aboard into a beautifully appointed cockpit that features practical and flexible, modular L-shaped seating and a sociable dining area with folding teak table, wet bar and electric barbecue – the perfect place to sit back, relax and enjoy the yacht's exhilarating performance. But this focus on usability does not restrict or limit a pursuit of excellence, represented by all-weather, waterproof speakers connected to the high-quality Naim audio system in the main saloon.

The cockpit connects to the main saloon via a drop-down sliding patio door, seamlessly integrating the two living areas.

Further forward, the galley kitchen houses a 3-zone induction hob, extractor fan and microwave oven complete with grill. Fresh food can be stored in the refrigerator or the deep freeze.

The stylish main deck saloon offers more sumptuous seating, including an angled, port-side sofa that cocoons guests in lavish comfort. The electric-opening roof reveals a living space that effortlessly connects to the world outside through full-length side windows. A useful sideboard unit provides bottle and glass storage, as well as a drinks refrigerator, plus a rise and fall UHD LED TV, with DVD/Blu-ray and Naim Uniti Atom audio system.

Below, up to six guests can enjoy three beautifully appointed, spacious cabins that are filled with natural light from the hull glazing. The impressive full-beam master stateroom has a large double

bed, en suite, 40-inch UHD LED TV and Naim Audio system, plus plenty of storage for extended stays at sea. Further guests can be accommodated in the forward cabin or third bunk cabin. The lobby features a washer-dryer and laundry facilities, whilst an optional single aft cabin for crew or occasional guest can also be specified.

Princess expects V55 owners and guests to spend as much time as possible above deck. The spacious foredeck boasts innovative sunpads which can be converted to create additional aft-facing seating. From the transom there is access to the garage with integrated launch system that can comfortably accommodate a 3.45m tender. It features an electro-hydraulic door and is the perfect base for water sports. A separate, internal watertight door from the garage gives direct access to the optional crew cabin and engine room.

### **Performance**

The new Princess V55 has been designed from the all-new deep-V hull upwards to offer dynamic and luxurious all-round ability on the water. The ingenious design of Princess's deep-V hull is key to the V55's impressive performance. A lightweight, resin-infused structure combined with a pair of the latest, high-power, efficient Volvo D13 engines offers a total of 2,000 mhp and breath-taking agility at speeds of up to 37 knots.

Princess's deep-V hulls are born from the company's naval architect's obsession with exceptional sea-keeping and voluminous space – their sculpted form shaped from a lightweight, resin-infused composite creates greater internal volume compared to standard hull production methods. The variable geometry of Princess's all-new deep-V hull translates power into assured, taut handling.

The V55 requires less power and burns less fuel than comparative yachts thanks to the all-new deep-V design, whether you are slicing through flat seas at 37 knots or navigating unsettled waters. With a smooth delivery of power, it has been optimised for greater lift and less drag, producing lower planing speeds and greater efficiency.

Such precision thinking gives rise to the most exhilarating performance, defined by the V55's efficiency, agility and poise across the water.

### **Craftsmanship**

Princess Yachts represents the epitome of British craftsmanship. The company has been renowned for building luxury boats for more than 50 years. Synonymous with luxurious style and power, the latest Princess V Class will impress from the moment you step aboard.

Instantly recognisable as a member of the V Class fleet, the V55 utilises the same build ethos as new models from both the V and S Class ranges. It retains the same overall design integrity through the use of the finest materials and timbers available.

All the traditional Princess qualities of craftsmanship and refinement are displayed and reinvented in a deliberately involving design concept. The V55 represents the highest level of build quality, crafted at the company's headquarters in Plymouth, England.

Each element of the V55 interior has been designed with meticulous attention to detail. Clean-flowing precise lines accentuate the spear-less double curvature deckhouse glazing, while soft-faceted geometry defines the interior joinery to create a calming and captivating visual experience for owners and guests.

Attention has been paid to the transition between exterior and interior main deck spaces. The flowing lines of the cockpit headlining panels visually lead guests into the saloon and are complemented by the continuation of the design and paint finish from the cockpit bar to the galley front.

Elegant materials used in the exterior upholstery feature hand-stitched contrast detailing, hand-laid directional veneers and soft-angled geometry furniture. Recessed fashion lines through the international bulkheads, headlining and hand-stitched helm seat are a true expression of Princess craftsmanship.

### **Allure Collection**

The optional styling pack from the Princess Design Studio features an array of fixtures, fittings and finishes; from the Platinum wet bar, to the teak step risers, owners can tailor the V55 to their individual style.

### **Princess Lifeline**

'Princess Lifeline' is a unique new 24/7 international SOS service in partnership with MedAire. Every Princess yacht now comes with a two-year Princess Lifeline cover as standard for the wellbeing of Princess owners and their guests whilst aboard. It provides around-the-clock global access to medical and travel safety experts, real-time information and primary contact throughout your trip. For the luxury yacht market, it is an exceptional level of customer service that has never before been included complimentary as part of a new yacht purchase.

### **New Product Strategy**

The V55 forms part of the 6 all-new yachts that will debut in 2019 and this product offensive sits alongside a record order book, record financial results, and a growing workforce exceeding 3,000 people – all based within a 10-mile radius of Plymouth, England.

Princess continues to perform as a beacon of success within the British maritime industry and is recognised with a strong presence in over 100 countries worldwide, further solidifying its position as the world's best-selling brand of luxury motor yachts.

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**Notes to Editors:**

For further press information, imagery and video visit: [portal.princessyachts.com](http://portal.princessyachts.com)

**Principal Dimensions**

**Layouts**

**Princess Yachts**

Plymouth-based Princess Yachts epitomises the best of British manufacturing, from its quality craftsmanship, design and engineering pedigree, to the refined elegant and luxury interior styling of its craft. The result blends cutting-edge technology with traditional craftsmanship to set new standards in performance, evident across the Princess range of sophisticated flybridge motor yachts, dynamic V Class sports yachts, ground-breaking S Class sportbridge yachts, flagship M Class superyachts and revolutionary R Class performance sports yachts. The Princess reputation for design, engineering and manufacturing excellence has earned the company global appeal and established it as a truly international brand.

Princess Yachts was acquired in 2008 by L Capital 2 FCPR, an investment group co-sponsored by LVMH (Moët Hennessy Louis Vuitton) and Groupe Arnault. In January 2016, L Capital merged with Catterton to become L Catterton, now recognised as the largest global consumer-focused investment firm.



CERTNO928540  
Quality Assurance ISO 9001 2015

A boat has to be constructed under the highest quality control if it is to deal successfully with the tough conditions the oceans can occasionally impose. Princess construction systems are approved by Lloyd's Register Quality Assurance as complying with BS EN ISO 9001 standards. This assures the owner that his boat is built to the highest standards and represents lasting value.



In 2010 we became the first major European boat-builder to be awarded ISO 14001 in recognition of our achievements in reducing our environmental impact. We are also breaking new ground in large scale resin infusion technology, a closed moulded process which almost completely eliminates styrene emissions in the workplace and local environment.



Our commitment to improve environmental impact is not only focussed on our manufacturing, every Princess model up to 90 feet in length meets the RINA Green Plus (Y) notation. This is an independently verified environmental accreditation from the Classification Society RINA and applied to each individual model.

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