PRINCESS YACHTS APPOINTS CRYSTAL YACHTS AS OFFICIAL DISTRIBUTOR IN GEORGIA

Princess Yachts has announced the appointment of Crystal Yachts Georgia LLC as its official distributor in Georgia, marking the British luxury yacht manufacturer's first representation in the country.

Based in the coastal city of Batumi, Crystal Yachts Georgia will represent the full Princess range and provide sales, aftersales support, and owner services throughout the territory.

The appointment reflects the growing prominence of the Black Sea region as a luxury waterfront destination and emerging hub for yachting and marine tourism.
At the heart of this growth is Batumi, where significant investment in recent years, including the development of world-class marina infrastructure, have created exciting opportunities for the yachting industry.

Commenting on the appointment, **Thomas Richardson, Regional Sales Director** at Princess Yachts, said:

"The appointment of Crystal Yachts Georgia is an exciting milestone for Princess Yachts as we continue to strengthen our global distributor network.

Having recently visited the country, I was impressed by both the quality of Batumi's marina developments and the ambition of the leadership team at Crystal Yachts, demonstrated by the opening of their well-positioned waterfront office this summer.

I look forward to spending more time in Georgia in the coming months as we introduce new customers to the exceptional ownership experience that defines Princess Yachts."

The appointment forms part of Princess Yachts' continued investment in strategic international markets, expanding its global distributor network and bringing the brand closer to owners in emerging yachting destinations.

With a strong leadership team in place, Crystal Yachts is well positioned to establish the Princess brand in this exciting territory. Managing Director, Aslan Nakashidze, brings extensive experience in the luxury sector and is ideally placed to deliver the exceptional service Princess owners expect, while founder Sulkhan Lominadze's deep understanding of the Georgian market will be invaluable to creating greater brand awareness and supporting Princess' long-term growth in the region.

Aslan Nakashidze, Managing Director of Crystal Yachts Georgia, added:

"It is a privilege to represent one of the world's most prestigious yacht brands, renowned for its exceptional craftsmanship, innovative design and uncompromising commitment to quality.

With growing interest in the yachting lifestyle, continued investment in tourism and coastal infrastructure, and Georgia's prime location on the Black Sea, the market presents a compelling opportunity for the introduction of Princess Yachts.

Our ambition extends beyond introducing clients to the Princess range; we are committed to delivering an exceptional ownership experience and confident that the combination of the brand's rich heritage and our local market expertise will help cultivate a thriving community of Princess owners across the region."

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About Crystal Yachts Georgia
Crystal Yachts Georgia is a luxury yacht sales and services company headquartered in Batumi, Georgia. The company is led by Managing Director Aslan Nakashidze, an entrepreneur with extensive knowledge of the Georgian tourism and leisure sectors, and Founder Sulkhan Lominadze, a cardiac surgeon and entrepreneur with a strong commitment to developing premium lifestyle industries within Georgia.

Operating from its flagship waterfront location in Batumi, Crystal Yachts Georgia represents Princess Yachts throughout the country, providing sales, aftersales support and customer care to owners and prospective clients. For more information, visit: https://crystal-yachts.com