

ART MARINE

Sailing in Luxury

Few people have as much passion for yachts and the sea as ART MARINE. With its all-encompassing business covering everything to do with sailing, yachts, and marinas, ART MARINE is easily an industry leader in the MENA region. eniGma sat with Greg Stinner, the visionary at the helm of this global boating brand, to talk about what makes this company special and the exciting additions to its services that yacht lovers can look forward to.



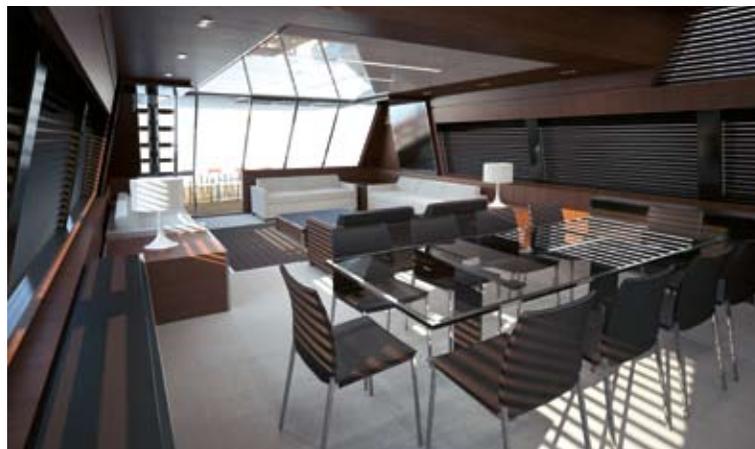
Can you give us an idea about ART MARINE's history?

Well, since ART MARINE was founded in 2005, it has been very successful throughout its presence in various markets. ART MARINE has held centre stage in the industry as one of the leading companies in the leisure marine sector throughout the Middle East region. Due to the economic downturn, certain aspects of our business had to be thought through. Sales were down across the board, not just for us, but for all yacht dealerships in the region, and in fact the world. Together with our shareholders we had to take stock of the changing environment and to decide on a new strategy as we looked forward.

Looking ahead, what can you tell us about ART MARINE's plans?

Our strategy envisages all ex-

isting subsidiaries remaining an integral part of ART MARINE and the consolidation of our activities into five main divisions. These are yacht sales and brokerage, after sales and customer service, marine products, marina management, plus our latest addition, a fully fledged yacht valet service, all of which cater to a fully integrated 360° degree leisure yachting experience. We are not here to simply offer stock-boats for which we may have taken a commitment, but moreover specify and personalise the yachts we offer.



What in particular will you be focusing on in the coming period?

As a start, we will take on perhaps two or three really exclusive brands, for which we are in the final stages of negotiations at the moment. These brands are part of one of the most exclusive groups in the industry, and part of our joint strategy is to eventually represent them for all brands in the markets we are already active in, namely in the UAE, Bahrain, Oman and Qatar.

With all these exciting new developments yacht lovers should keep a lookout for ART MARINE's latest offering, the Riva 122' Mythos. It is the largest aluminium planing yacht ever produced by the historic shipyard. The elegance, flair, and clean lines featured in all Riva models are perfectly transferred to this new line built entirely out of light aluminium alloy. Clearly ART MARINE is the ultimate choice for boat lovers and all those who enjoy sailing in luxury in clear blue waters. ■

www.artmarine.ae