



Press release – March 2016

## **FLOATING LIFE – SALE OF THE SECOND SERIES K VESSEL UNIT**

- A new 42m explorer along with the K-40m sold last October**
- Tender notice already issued in the search for the most suitable international builder**
- For the entire Series K Floating Life will offer a complete package, from design to yacht management, including assistance and charter promotion once the yacht is launched**

Floating Life is pleased to announce the sale of the second expedition yacht project, a 42m “light ice class” vessel.

### **THE NEW SERIES K**

The second unit - closely following the *Series K* production philosophy, for which Floating Life is the only proprietor, has been assigned to the Studio Sculli of Sarzana (La Spezia) as naval architecture and design. The Studio successfully designed the first *Series K* yacht (the K-40m) and boasts a twenty-year proven association with Floating Life, sharing the same ideas, tastes, and objectives.

Created, designed and built according to the “explorer” concept to ensure safe and secure voyages in remote areas and extreme latitudes, M/Y K-42, like her predecessor, will be a semi-custom design built with very high quality materials and finishing to satisfy the client's needs. Based on a tried and proven platform, every potential *Series K* client can choose his superstructure - the various interior and exterior lay outs, finishing and décor, according to his own personal taste.

Strictly respecting the production philosophy that Floating Life is developing for this Series, the industrial platform (hull) of the *Series K*, which includes the K-42 and the K-40, was created using a sophisticated fluid dynamics program and tank-tested in the Göteborg (SSPA) facilities, confirming the correct design criteria.

### **A NEW YARD FOR A NEW BUILD**

The shipyard is still to be chosen: following the same process used for the first yacht, assigned to Cerri Cantieri Navali, the yard will be chosen by Andrea Pezzini, CEO of Floating Life and project manager for the new build, by means of a notice of tender inviting the world's best international yards to compete.

### **FULL PACKAGE IN ADDITION TO CUSTOM**

The objective of Floating Life is to combine excellent builders to offer a unique, high quality, tailor-made product for each client. This is why Floating Life chooses the shipyard for each separate *Series K* yacht. The decision is based on due diligence regarding the financial solidity of each yard, and evaluates a series of parameters that range from the quality/price ratio to experience and reliability, and concludes with delivery times.

Not only: when the owner entrusts the project to Floating Life, he knows that he can count on a complete project including services that don't end with the launch of the yacht. Floating Life guarantees continuity in project management, not only with the choice of the yard and the design, but after launch and including post sales management of the yacht.



**FLOATINGLIFE®**

Floating Life will assist the owner, from the creation of the proper corporate structure for the future use of the yacht to the choice of crew, and all the services included in management services and any eventual chartering activities.

The decades of experience acquired by Floating Life in super and megayacht management, charter and sales facilitates the rapport with the client who knows that his requests have been taken care of beforehand by a staff that is very familiar with the needs and necessities of large luxury vessels.

**About Floating Life**  
**[www.floatinglife.com](http://www.floatinglife.com)**

**Floating Life International** is a Swiss company, specialized in the management, charter and sales of super- and mega-yachts. Floating Life manages the “company boat” in a completely professional manner for the owner, relieving him of any possible problems related to the management of his yacht.

To better develop our project of excellent client service with the highest specialization possible, **Floating Life** has restructured as a **Group**. The Holding controls the following companies: Floating Life **Charter & Broker**, Floating Life **Management** (including management of the YachtPlus fractional ownership program), Floating Life **Crew Management**, Floating Life **New Custom Construction & Survey**, and Floating Life **Italy**, which already manages the Floating Life Style Brand for crew uniform production. The holding is expanding its range of action through **several agencies** in Moscow, India, the Caribbean (Antigua) and South America.

The primary instrument for the client is the Concierge 24/7/365 service. This structure's function is to filter and allocate requests to internal resources, by means of global management giving a rapid answer to every client's need. A service based on excellence and tailored to each individual client's needs.

Since 2009 Floating Life is part of the YachtPlus program, the unique fractional ownership program for super yachts. With a fleet of 41 meter yachts, designed by Lord Norman Foster and built at the Rodriguez Cantieri Navali, Floating life manages the fleet's front desk together with the owners.

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