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Ensign signs Bering Yachts

Ensign Ship Brokers have become the Australia/NZ dealer for the expedition yacht brand, Bering.

Images Ensign

Text Jeni Bone

As of 19 March 2015, Ensign Ship Brokers has become the distributor for the Bering brand in Australia and New Zealand and will be at Sanctuary Cove International Boat Show supporting Bering with representatives on hand.

Bering Yachts are built in China and Turkey, and according to Mark Ali of Ensign, "they will fill a critical market niche and are an expanding company, worldwide".

"Bering Yachts boast a steel superstructure and are long-range, expedition yachts starting from 55 to 95-feet. They will appeal to those people who would like to cruise the world, remote regions, from the north to south poles, in absolute luxury. The fitout on these yachts is extraordinary."

With many other concept yachts on the drawing board, Bering is strategically aligning itself with brokerage and dealerships in key countries before making a concerted marketing thrust.

Naval architect, Scott Blee, is looking forward to his first Sanctuary Cove International Boat Show, accompanying the brand he designs for, Bering Yachts.

"Our company is interested in developing our presence in the Australia and New Zealand markets. We believe our boats are a great fit for Australian customer requirements and for the cruising conditions of the area. Our featured boat for SCIBS is **Namaste**, B65 Expedition Yacht."

This particular boat (pictured above) was launched in 2013 and since then has made about 7,000 nautical miles traveling from Hong Kong to Brisbane via Subik Bay, Philippines, Singapore, Phuket, Thailand, Bali,

Indonesia, Timor and Darwin. Her range is 5,000 nautical miles at a cruising speed of 7 knots.

"During the show, Alexei Michailov, president of Bering Yachts and Leonardo Brie, the owner of B65 will be available to speak to people about Bering Yachts and **Namaste**," said Scott.

"SCIBS 2015 is a very interesting and exciting avenue for Bering Yachts and a new area of potential growth. We are looking forward to meeting Australian customers, boat owners and specialists from the boatbuilding industry."

www.ensignbrokers.com.au

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