Niche Cars Group and Simpson Marine bring superyachts to Bangkok





Bangkok – Niche Marine, part of Niche Cars Group an authorized dealership in Thailand for supercars such as Lamborghini, McLaren, Lotus, Hummer Pagani and Koenigsegg, is taking luxury travel 'off-road' and broadening its horizons with a high-profile partnership with prestigious Simpson Marine Ltd., Asia's leading new yacht sales, brokerage, service and management company.

Thailand is the 'Riviera of Asia' and Niche Marine, under the Niche Cars Group, is promoting reputable yacht brands from the exclusive Simpson Marine portfolio, namely, Monte Carlo Yachts, Beneteau Sail and Power, Lagoon, CNB and Viking. With 20 offices in seven Asian countries, including an office opened in Phuket close to 15 years ago, Simpson Marine has helped develop Thailand's rising interest in yachts. Founder Mike Simpson is highly regarded as a pioneer of Asia's yachting industry. Currently, Simpson Marine operates offices in Phuket Ao Po Marina and Ocean Marina in Pattaya.

The new partnership with luxury Bangkok car dealer Niche Cars brings the world of yachting to the city through Niche Marine and is a natural choice for Simpson Marine according to Sergio Loiacono, Simpson Marine Thailand Country Manager. "With our 30 plus years of yachting expertize combined with the established reputation of Niche Cars in Bangkok and beyond we believe this new partnership will really make yachting easier and more enjoyable for the excellent and discerning network of Niche Car customers. We currently have a Superyacht Division in Hong Kong and Niche Cars is bringing that same focus on luxury yacht experiences to Thailand."

Niche Cars deal in the top, global luxury car brands and the Group's Managing Director, Vittawat Chinabarramee is positive about showcasing the Simpson Marine yacht range. "There is a growing interest in yachting in general in Thailand and many of our customers in Bangkok, who appreciate the absolute best in automobiles, also enjoy the luxury yacht experience. Simpson Marine provide excellent yacht management and care, along with charter programs which are all part of the exciting yachting services we are promoting here at Niche Marine, through Niche Cars, as part of our role as a local contact for yacht enthusiasts and novices alike. While yachting may be well-established in Phuket, our center in Bangkok opens up access to customers in the city and even our clients from further afield such as North Thailand."

Sailing toward success, Niche Cars and Simpson Marine celebrated their partnership with a handover event in the first weekend of June with the purchase of the iconic Monte Carlo Yachts 86 model in Bangkok. Celebrated Italian design duo, Nuvolari-Lenard designed the iconic superyacht which is currently docked in Pattaya's Ocean Marina. High-end brand name interiors, excellent manufacturing details and incredible customization are all hallmarks of this yacht. European furnishings and a spacious lounge area on the stunning Portuguese bow define the yacht's regal and timeless beauty.

Both partners will work on future events in Bangkok to bring the growing yachting community together and offer memorable experiences on the water.