

Oct 15, 2021 16:00 BST

## Boats.co.uk and Argo Nautical (Princess) dealership comes to an end

**15<sup>th</sup> October 2021** – Internationally successful dealership and brokerage company Boats.co.uk today announces that their successful relationship with Argo Nautical / Princess Motor Yacht Sales will cease at the end of October 2021. The decision is mutually amicable and Boats.co.uk will continue to provide all service, support and warranty to its Princess customers in conjunction with the Argo Yachting team.

For six years, Boats.co.uk has been a dealer of Princess Yachts under the name Princess East Coast, providing sales, part-exchange and aftercare for Poole and the East Coast of England.

James Barke, Managing Director, Boats.co.uk, commented: *“We are immensely proud of the business we achieved with Argo Yachting / Princess and the dozens of happy boaters we helped get afloat. But the time is right for us to focus on other areas of our business which have shown growth during the current pandemic. This includes our used boat business and our luxury Charter business in the Balearics. We are also seeing the boating landscape change as people are looking to the flexibility of charter as a viable option to purchase. This shift further suits the post-pandemic work culture of our client base.”*

James Barke also confirmed that his company’s obligations to all current Princess owners with regards to future service, support and warranty will remain unchanged. *“We are committed to providing full service and support to our Princess customers for as long as required and will work closely with Argo Yachting to achieve this.”*

Max Whale, CEO, Argo Nautical, added: *“We have had a particularly successful business partnership with Boats.co.uk. On a personal level I thank them all for*

*their efforts and look forwards to continued close cooperation with our firm friends.”*

Boats.co.uk continues to act as sole dealer for Williams Performance tenders, Kawasaki's PWC range, Parker sport, leisure and fishing vessels and as the East Coast dealer for Sea Ray.

With headquarters in Essex, Boats.co.uk have two further satellite offices in Poole and Cala d'Or – and additionally offer yacht charter in Mallorca and St Lucia.

For more information, visit [www.boats.co.uk](http://www.boats.co.uk).

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