Our 25th anniversary year is already proving to be an exciting one for Pendennis. Over the years we have continually developed and expanded the Falmouth base and 2013 is certainly no different. Earlier this year we witnessed the first steel frame being raised on one of the new 90m construction halls in the initial stage of the multi-million facility expansion project. With visiting yachts seeing the benefits as early as the autumn we look forward to welcoming them to a new chapter in Pendennis’ story.

Pendennis was recognised this year at the World Superyacht Awards in Istanbul for the extensive remodel of the Feadship Masquerade of Sole to the very impressive 47m motor yacht A2. We were proud to share her success with the team that worked so tirelessly to transform the yacht during her 16 month visit to the yard. The Pendennis yachts have also enjoyed a successful year, with Adela achieving an extremely rare triple victory including the St Barth’s Bucket, the Antigua Superyacht Challenge and two classes in the RORC Caribbean 600.

Here’s to another 25 successful years!

Mike Carr, Managing Director.
FAIRMOUNT PALMA

FAIR LADY

Fair Lady’s six month refit at Pendennis Palma has recently been completed, including a 5-year MCA LY1 survey which required substantial engineering work. A team from Pendennis managed an overhaul of the main engine and generators, accompanied by a complete maintenance schedule for all engine room equipment. Pendennis contracted several experts from our UK yard to work alongside local subcontractors to complete the work. This refit was complemented by a full re-paint, for which all topside joinery was removed, refreshed and reinstalled, and an overhaul of the standing rigging.

FALMOUTH

TELEOST

The Motor Yacht Teleost arrived at Pendennis in November 2012 for a six-month refit which included a 5-year survey, a full repaint as well as interior upgrades. Teleost left Falmouth at the end of May en route to the Mediterranean. This was the yacht’s second visit to Pendennis – she underwent a previous refit in 2008. Other current projects are the extensive refit of M5 and the restoration of the classic MY Malahna.
In 1988, Peter de Savary decided Falmouth was the place to be to build a world class boatyard. Impressed with the quality of the local labour force, he bought into Falmouth docks and relocated a local yacht building company he had just acquired, Western Yachts, to set out to build the Dubois designed, 125’ ketch Taramber. It was this decision that effectively created Pendennis Shipyard as we now know it.

The Taramber project was soon followed by a major refit of the 228’ three-masted schooner Adix; these two projects established Pendennis Shipyard as a world class yard. Some of the workforce that was relocated at the same time would become part of the management team that would ultimately take control of Pendennis, led by Henk Wiekens and Mike Carr, who joined soon after.

On May 3rd 1993, the new management team took control of the yard with Terry Vernon as chairman and they were immediately able to focus on a prestigious new contract; a new Owner had plans to restore Adela, a classic 170’ schooner originally built in 1903. The designer’s vision was to renovate her to the original 1903 design, whilst making some interior modifications and using modern technologies. This restoration project was another success story for Pendennis; the Duke of Edinburgh came on board to inspect her and she sailed out of Falmouth accompanied by the Royal Yacht Britannia. Showboats Magazine voted her ‘Best Sailing Yacht over 36 metres’ in 1995.

The period between 1995 and 1999 was very successful; the shipyard won a multitude of awards and was cruising comfortably through a period of expansion and diversification. In 1998, the apprenticeship scheme was launched when the first ten apprentices were taken on to produce specialised skilled labourers. In 1999 Pendennis launched Ilona (now Ilonka), the first luxury motor yacht to be built by Pendennis.

The new millennium saw the arrival of a new chairman; Sir Timothy Sainsbury, the owner of the 1928 motor yacht Fair Lady, which had been restored by Pendennis in 1996. His arrival inspired a new focus on refitting yachts with one or two key new build projects at a time, which created a steady workflow throughout the year. This refit business soon beggled for bigger and better facilities which led to the opening of the new ‘Terry Vernon Refit Complex’ in 2004.

During October 2006, the second phase of the project was approved allowing Pendennis to purchase a 400 ton travel lift, thus increasing the refit capabilities drastically. After having developed the company and strengthened the position of the yard considerably, Sir Timothy Sainsbury stepped down as a chairman in 2007 and was succeeded by Terence Mordaunt, Chairman of the Bristol Port Company.
To celebrate the shipyard’s 20th anniversary in 2008, the Pendennis Cup took place for the first time. The five days of superyacht racing accompanied by a varied shore-side entertainment programme were so successful that Pendennis was encouraged by the fleet and sponsors to turn it into a biennial event. The regatta is fast earning a reputation as providing some of the most dramatic sailing conditions in Europe.

After having secured a place on the global superyacht market it was time to improve Pendennis’ service offering. As part of that, the company acquired Devonport Yachts (now rebranded Pendennis Plus) in February 2010, giving Pendennis the experience and skills to undertake 60m+ custom build and refit projects. One year later, the Palma Refit Office opened as part of a desire to offer extended support to yachts whilst in the Mediterranean, closely followed by Pendennis Pacific based in Auckland.

This heritage has played a major role in some extraordinary projects completed at Pendennis. Over the last few years, the Shipyard has built the 55m bespoke exploration motor yacht STEEL and the largest sailing catamaran in the world Hemisphere (44.2m). Pendennis is also currently refitting the world’s largest sloop, M5 (ex-Mirabella V).

The growing demand for Pendennis’ expertise requires a reciprocal level of facilities investment, which is why Pendennis has embarked upon yet another expansion adventure. In February 2013 work began on the creation of three new seaward facing construction halls and workshops, as well as increased office and crew facilities. The new developments will be ready in advance of the next edition of the Pendennis Cup in May 2014.
When was the last time you did some manual work on a yacht / boat?

MC: During the swap day with the apprentices. I did the line-up for the engine on M5.

What was your favourite project?

HW: The yard.

MC: And the people. That’s THE project.

What would be the best piece of advice to someone who wants to build a superyacht?

HW: Do it now; every year without it is a last year.

MC: Surround yourself with people you like and you are happy to trust.

What do you love the most about this industry?

HW & MC: The people around us.

What would you say was the biggest challenge you’ve had to face in the 25 years of Pendennis?

HW: Sitting opposite Mike, working with such a great sparring partner.

MC: Insuring the viability.

What is your greatest personal achievement at Pendennis?

HW: The team we have and are still building.

What is your favourite step when building a yacht?

MC: It would be a sailing yacht. Not too big because I like to be able to do things by myself, so no more than 4 crew. But I do think a yacht like that is the ideal place to gather with friends and family so it would have to be big enough. It would probably be around 70-80 ft. and if I had to choose between an extra knot or some extra comfort I would choose the comfort, but it still has to perform.

HW: Over the years I’ve gone from sail to motor to sail again. I would only build myself a yacht if I can guarantee I will spend 3 months a year on it. It would be an aluminium yacht though. I like bare aluminium hulls.

What is your favourite project?

MC: I was already working in the industry when I got to Pendennis. It started when I was at school. I guess. I wanted to live by the coast and I was already into boats so I went into the Naval Architecture course in Southampton. Yacht design was actually discouraged back then. I remember during our first drawing lecture, in 1978, the professor asked who wanted to be a yacht designer and a lot of hands went up to which he said there were about three yacht designers who were actually making a difference and we should stick to container ships. I then worked for Vosper Thornycroft who had just decided to expand to yachts. When they decided they didn’t want to do that anymore I saw the advert for a Project Manager at Pendennis. And that’s how I met Henk.

HW: I grew up in a rural area of Holland, next to a big lake. Back then, sailing was still a very elite sport in The Netherlands. But then I stepped on a boat once and I was hooked. I got into dinghy sailing around the age of 15-16. From then onwards I raced a lot and attended annual regattas but that didn’t mean I had the money to get the boats. So I built them. Then I went on to do an apprenticeship as a fitter turner which led me to a job in a shipyard that was building fishing trawlers. I stayed there for 6 years and learnt a lot about the whole shipbuilding process. Suddenly a guy appeared; he had just inherited some money and wanted to have a boat built to sail around the world. The owner of the yard didn’t take him seriously – he was only 24 – so I told him I would build his boat. I was 26. But it worked! We built it in 3 months because that’s how long we could have the shed for. The company was quite successful and we decided to move it to New Zealand because we wanted to move abroad. And then Peter de Savary put things in motion here at Pendennis. Initially I came here because they wanted to build 3 or more 12mR’s and one or two would be aluminium. So Ed Dubois asked me to help him in this project, it would only take 3-4 months. It didn’t work out but I stayed anyway to help and build Tararam. And I have been here ever since.

What is your favourite most anticipated yachting event?

HW: The best memory is definitely when we were in New York in 1997, to watch the start of the Transatlantic. Seeing Adela and Adix start, 1st and 2nd over the line. They were the boats to beat. But the event I prefer in general is the St Barths Bucket.

What do you expect the new development plans will bring to the company in the years to come?

MC: Another 25 years.

HW: More advanced boats. There are so many more technologies and techniques available, the facilities have to follow. You have to constantly update, you have to follow the technology. And the facilities you work in have to be inspirational – just like the people around you.
Pendennis is proud that the 47m motor yacht A2 (previously known as Masquerade of Sole) was named Winner of the ‘Rebuilt motor yacht’ category at the stunning World Superyacht Awards ceremony held in the luxurious Çırağan Palace Kempinski, Istanbul on the 4th May 2013.

Toby Allies, Sales and Marketing Director, commented: “This recognition is testament to the level of quality and excellence that the Pendennis team strived for during A2’s 16-month visit to the yard in Falmouth. The refit objective on A2 was to completely transform the 1983-built yacht into one reflective of modern design and technology, both externally and internally. The results are impressive as the yacht is now completely unrecognizable from her former self.”

TO SAY THE LEAST THIS PROJECT WAS ENORMOUS AND OUR TIMESCALE LIMITED. THE WORK WAS CARRIED OUT IN A THOROUGH AND PROFESSIONAL MANNER AND THE RESULTS SPEAK FOR THEMSELVES, WE HAVE A BEAUTIFUL YACHT.

PETER PEXTON, CAPTAIN OF A2

Top: A2’s redesigned dining room. Bottom left: A2’s new main saloon offers a relaxing atmosphere with its soft lights and warm furniture. Bottom right: The refit of A2 included tailored features such as this innovative gimballed wine-egg.

‘A2 BEST REBUILD’
The apprenticeship scheme was launched in 1998 and is a vital part of Pendennis to ensure we maximise the knowledge gained during our 25 years of trade. The four year course, run in conjunction with Cornwall College, offers hands-on training and the opportunity to specialise in one of our in-house trades. We speak with two fourth year apprentices and their mentors about their experiences.

“The beginnings of Pendennis were amazing. We were just a group of guys brought together from all over to create ‘Pendennis’. Before that, I was working in the marine industry building commercial boats. But in the end it worked really well because we could transfer our skills to the yachting industry. We were all just amazed at the scale of things.”

Bob Claringbold is one of the many tradesmen at Pendennis who have been involved in Pendennis from the outset. Their memories date back as far as the late 1980’s when Pendennis Shipyard Ltd had only just been created. Malcolm Ferris, now supervisor in the joinery department, still remembers Pendennis’ first contract in 1988, the build of 37m Dubois designed Taramber (now La Cattiva) “Taramber is still sailing now, we build them really robustly here at Pendennis!”

Bob and Malcolm, not unlike many others before them, started their career with an apprenticeship. “Apprenticeships were very big in the 70’s, that’s how I started.” says Malcolm who adds that things have changed since then. “In those days, you came into work, there was one bloke there who was your mentor and you’d do what you were told!”

Pendennis started the apprenticeship scheme in order to train skilled workers specifically for our business and expand the workforce to meet the growing needs of the company. It is now an integral part of the business and an essential way to pass on the skills and experience of tradesmen like Bob and Malcolm to the younger generations. Bob had always thought “Pendennis was the ideal place for it because you can learn every trade” and he has been teaching new youngsters since 1998. Will Heaps arrived three years ago and is now in his fourth and final year as an apprentice. He values the scheme because “At school, most of your learning is theory. Here it’s nearly all practical and that’s what I love.” Our apprentices spend their first year at Cornwall College learning all of Pendennis’ trades and then specialise as engineers, electricians, joiners or fabricator/welders in their second year. “By the fourth year, you can start working on your own. That’s what I am doing now, working on the refit of M5” says Will.

Apprenticeships are designed to provide an exchange between pupil and mentor and that is exactly how the Pendennis scheme operates. Schemes like this have the added advantage of opening up industries to youngsters who had no idea they even existed like Angus Vowles, another one of our fourth year apprentices. “I knew about the yachting industry, of course, I just didn’t know they came this big!” Angus was impressed when he first arrived at Pendennis, just like Will: “This is a special industry. You can try and tell your friends about what you do on a daily basis but that’s it, they will never really be able to imagine it.”

Our 25th anniversary is not only a celebration of the many projects Pendennis has completed or the growth of the shipyard; it is also a testament to the different generations of skilled tradespeople who continue to add to the company’s outstanding achievements, as well as working together to continually share and develop skills and expertise.
“Having started in 1990 as electrical design engineer for Taramber, I have seen many custom builds and refits come through Pendennis and have been involved in most in some way or another. I have enjoyed every one but certainly Rebecca, Fair Lady and Wally B stand out due to their uniqueness and different challenges. Ada’s sea trials in 1991 was a very special day for me and being on Ada’s so many years on in Antigua this year.”

“Access All Areas”

With a sympathetic yet passionate approach to the refit and custom building process, our full complement of in-house trades are dedicated to bringing our clients’ dreams to life. We talk to some of the Pendennis team about their most memorable projects during their careers so far.

**Aftersales Manager**

Trevor Hawken

“This is an easy one for me... Rebecca is my favourite project. The owner and designer put so much effort into creating this beautiful yacht, that it was hard to do anything but enthusiastic about the project.”

**Fabrication Manager**

Anthony Job

“I will never be able to choose one project over the others because it is precisely the variation that makes it so interesting. It is a privilege to build such bespoke interiors and we get to work with different, exotic materials for every yacht.”

**Interior Finishing Manager**

Carly Grant

“For me it’s not one project rather than the other. It’s the buzz I get when I see a yacht where everything is in its place and everything works; when you see a runner in the right place, going at exactly the right angle into the deck, where the right hydraulics come into play. To the eye it looks right and it might look normal but it is one runner with a whole team of people behind it and so many different trades: engineers, joiners, outfitters, designers, etc. To think that it works like that for the whole yacht will never cease to fascinate me.”

**Paint Manager**

Justin Broomhead

“AZ was one of my favourite projects as every trade pulled together to help one another and we realised how much work we can get done in a short period of time: there was a real feel of inter-trade bonding as we were all up against it and managed to pull off an award winning project.”

**Engineering Manager**

Peter Gaylard

“I really enjoyed AZ as it ramped up to the extent of the work we completed in the engine room. We gutted the entire room and turned it into a beautiful, pristine space.”

**Joinery Manager**

Tristan Jones

“Having started in the first group of apprentices, I think my most enjoyable project would have to be La Reina Del Mar, having personally redesigned the interior floor plans, I went on to manage the project in the later stages and then carried out on-going works in London.”

**Interior Designer**

Katy Reddish

“It’s hard to choose a project because you get so involved with each one that they all become very important to you in different ways. I suppose for me Christopher will always be my favourite in that it was the first project that allowed me to flex my design skills, months of sketching, sourcing products and sampling different woods and finishes all pull together to create the finished interior and the defining moment comes at the end when you dress the yacht for the photo shoot - it makes it all worthwhile!”
Our close working relationship began with the build of Taramber in 1991 and has developed over the years during the build and refit of many Dubois designed yachts. As Ed explains: “We have a very happy history with Pendennis and indeed it was I who called Henk Wiekens back in 1988, after he had emigrated to New Zealand from Holland and had built a large yacht to our design there (in New Zealand), to ask him if he knew of anybody who could come up and build a similar boat in Falmouth – as Peter De Savary had recently decided to build yachts in Falmouth Docks. Henk said he did. Know somebody – it was he himself!!! The rest is history as they say but Taramber, Mamamouchi, Illana, Margaret Ani and Nostromo, not to forget Nadia and some other projects are all very important in our history and they have all been beautifully built by Pendennis.”

Having expanded more recently in to the superyacht regatta circuit both companies continue to support each other and enjoy hosting dramatic superyacht racing and sociable shoreside events for all involved. Pendennis-built Nostromo recently competed in the Dubois Cup in June 2013, finishing in third place, whilst Ed Dubois’ yacht Firebrand was named the winner of the Little Dennis Classic Class in the 2012 Pendennis Cup. With Dubois already signed up as a sponsor for the Pendennis Cup in May 2014, we hope that our relationship is maintained long into the future.

Pendennis has enjoyed a long and illustrious partnership with Dubois Naval Architects.

“I remember the launch date of Taramber – it was June 29th 1991. Peter De Savary had organised a military brass band and somehow managed to get a Harrier Jump Jet to hover a few feet off Falmouth Harbour just 50 metres off the Docks, before whizzing vertically into the sky.”

ED DUBOIS
Part of the Pendennis experience is the knowledge that your yacht will be cared for wherever you go in the world. Over the last few years the company has been setting up new support bases to offer a comprehensive service to yachts once they leave the main yard in Falmouth.

The latest addition to the Pendennis family is **Pendennis Pacific**, led by **Keith Parkin** in Auckland, New Zealand.

Keith has been involved in yachting and marine engineering for nearly 30 years and like many others, his career started as a crew-member. High profile superyachts including Hyperion and Anakena were his home for over three years until he became an Owner’s representative on a project in Thailand. Just like Hyperion and Anakena would do later – they underwent refits at Pendennis in 2007 and 2006 – Keith decided to come to Pendennis in 1993 when the new management team had just taken over control of Pendennis Shipyard. **Adela** was Keith’s first project at Pendennis and sailing on board the yacht for her maiden voyage was the perfect way to conclude it.

Since then, Keith has remained part of the Pendennis team although he spends half of the year in his hometown of Auckland. The Pacific is a popular area for superyachts and opening a new base there was a logical step to follow on from the opening of Pendennis Palma in the Mediterranean in 2011.

With its wide local network of suppliers and trusted subcontractors, Pendennis Pacific has already worked with a number of yachts not only in New Zealand, but in the wider Pacific area. Tenaz (ex Moomawuch) enlisted support in Singapore and Keith visited the 46m ketch Christopher in Bali. Pendennis Pacific is active in regions such as Samoa, Papeete in Tahiti and even as far as Nuku Hiva in the Marquesas. It is vital to Pendennis to be able to offer support to the vessels in these locations, whether it involves logistics and transport, facilitating the shipping of parts, helping with customs and duty, completing repair work or engineering. This extensive service is facilitated by Keith’s wealth of knowledge and experience, and consistent with Pendennis’ ethos of building lifelong relationships with the Pendennis fleet.
Four days of exhilarating superyacht racing & shoreside entertainment in Falmouth, UK.

26-31 MAY 2014
The latest development involves replacing the existing ‘White House’ and ‘Main Shed’ facilities with two 90m and one 45m seaward facing construction halls. Additional trade workshops and crew office spaces are also part of the plan, with visiting yachts seeing the benefits as early as this autumn.

Managing Director, Mike Carr, explained these most recent developments. “Pendennis is currently one of Falmouth’s largest employers and we pride ourselves in being an ambassador for the strong maritime heritage of the area. With the refit side of the business continuing to perform well and enquiries increasing year on year the decision was made to further expand to retain our reputation as one of the world’s best custom build and superyacht refit yards. The quality of our workforce and variety of in-house skills make us highly competitive in the international superyacht industry and we wanted the facilities to complement this ability and maintain our competitive advantage. These expansion plans will not only increase our project capacity, but have the potential to continue to grow and develop our workforce over the next 3 years.”

Following the lengthy planning and approval process, multi-million pound funding was secured through the European Regional Development Fund (ERDF) Convergence programme and the Cornwall & Isles of Scilly Local Enterprise Partnership’s Growing Places Fund, and work on transforming the yard began in the New Year.

Pendennis invited development partner companies, local dignitaries and key Falmouth partner organisations to celebrate as the first frame was raised on the new buildings. Under the first column two sovereigns were placed by Mrs. M. Carr and Mrs. N. Wiekens, mothers of Joint Managing Directors Mike Carr and Henk Wiekens, assisted by Jowan Notts and Myles Whitbread-Jordan, both first year apprentices.

Attending were representatives of ERDF Convergence, Local Enterprise Partnership, Cornwall Development Company, Cornwall Council, Ward Williams Associates and the build project team from Midas. Also present were retired staff, Mayor Geoffrey Evans, local MP Sarah Newton, Port Pendennis Marina, World Fuels, and THL who all have strong links with Pendennis.

Chris Pomfret, Chair of the LEP and Deputy Chair of the Convergence Local Management Committee which steers the Convergence programme, explains: “Pendennis is a world leader in its field and epitomises what Cornwall has to offer in terms of competing on a global stage. I am delighted that both ERDF and the LEP led Growing Places Fund was able to support this project, which will not only allow Pendennis to grow and expand but will also provide highly skilled jobs to the area.”

Progress on the new buildings will be rapid, with the three new construction halls due to be finished by the end of 2013. Midas Construction Divisional Director Mike O’Neill said: “As a local contractor based in Cornwall, we are delighted to be working alongside Pendennis on this contract which will have such a significant impact on the local and regional economies. It is also good to be back working in Falmouth where Midas Construction has completed some really notable, landmark projects in recent years.”

Phase One of these new construction halls will be habitable by October, in time for the winter refit season this year. The additional project offices and crew hospitality suites are scheduled for completion for spring 2014.

Since Pendennis was founded 25 years ago the shipyard has seen many changes as the facilities have continually improved, with the latest expansions set to be completed over the next 2-3 years.
A STRATEGY FOR SUCCESS

Pendennis’ iconic 55.5m schooner Adela had a fantastic 2013 regatta season, enjoying three successes in as many events.
In January Adela won the Antigua Superyacht Challenge, four points clear of the fleet. This success was followed in February with a win in the ‘Superyacht’ and ‘Spirit of Tradition’ classes in the RORC Caribbean 600, as well as an impressive third from 40 yachts. Now this beautiful sailing yacht has added the St Barth’s Bucket to her tally, taking the honours in the ‘Mademoiselles’ class and being awarded winner overall.

Adela’s history is a fascinating one. The original schooner Adela was built in 1903 by John Goodman Fay & Co. After a period of use as a house boat she was rescued from a mud berth in 1967 (at which point she was known as Heartsease) only to remain un-sailed for a further 50 years. In 1992 the yacht was acquired by a new owner, determined to see her restored to her former glory, and arrived at Pendennis that December for a complete rebuild. Following her launch in 1995 once more known as Adela the yacht has been a regular visitor to the yard undergoing several refits, including major structural work in 2000 at which point she was cut in half and extended midships by 5m, significantly improving her sailing performance.

Further visits were in 2005 and 2010 following which she sailed in the second Pendennis Cup, winning the event.

Above and opposite top: Adela racing in the St Barth’s Bucket

Greg Perkins, Captain of Adela:

“Adela has had a very successful year of racing in 2013. We are all proud of our achievements and will probably struggle to ever repeat our winning streak! Over the years we have been tweaking the boat systems, deck gear, and adding to our sail inventory which has made a huge difference to our performance, along with a regular core of crew that sail each regatta with us. The race crew are a mix of sail makers, riggers, spar makers and group of enthusiastic people who just want to sail on a beautiful yacht and have fun and it is their hard work and the kind commitment and support of the Owners which have made Adela such a success.

The Caribbean 600 is a wonderful race that is growing in popularity each year and is an ideal course for schooners involving plenty of reaching. What could be better than trade wind sailing, blasting around the islands in the Caribbean? Next season will be the third year running that the boat will take part and there will definitely be no shortage of volunteers to come and sail onboard. This year we finally won the St Barth’s Bucket which for me was the icing on the cake after spending years trying to get my hands on the elusive trophy. Watching the Owners and crew laughing and smiling at the prize giving was a moment that I definitely won’t forget.

The boat generally sails with up to 40 crew and guests who are all needed for the sail manoeuvring and operating the 35 winches onboard. Many of the crew have raced together for several seasons now and everyone is a part of a team that seems to gel on and off the boat.

Adela is now returning from a summer cruising Alaska and we are all excited about participating in the America’s Cup Superyacht Regatta in San Francisco in September.”
The first Aston Martin, ‘Coal Scuttle’ powered by a 1389cc Coventry Simplex engine, was registered in 1915. Of course one of their most iconic cars is the DB5 which became James Bond’s car in Goldfinger, marking the beginning of the greatest partnership in film history.

Arguably the first of the truly modern Aston Martins was the original V12 Vanquish, which was launched in 2001. It adhered to all the Aston Martin traditions – front engine/rear-wheel drive, muscular but elegant styling and with an understated luxury – but with a radical, much lighter, bonded aluminium chassis and a significantly revised 6.0-litre V12 capable of 190mph. The Vanquish S arrived in 2005 and with a revised 520bhp engine it was the first production Aston Martin to exceed 200mph.

Aston Martin’s centenary year is marked by the company’s strongest and most comprehensive sports car line-up to date. As Leighton King, Marketing Director at Aston Martin, explains: “Exciting plans will be revealed over the coming months and years, but the blueprint for all Aston Martins remains constant – they are characterful and exciting sports cars built to the highest standards, imbued with the brand’s key features of Power, Beauty and Soul. In a hundred years from now we hope that our timeless formula will remain the same.”

In 2013 Aston Martin is also celebrating ten years at their global HQ and manufacturing facility in Warwickshire, where new materials like carbon fibre and versatile lightweight VH architecture mix effortlessly with more traditional leathers and woods to create a cohesive whole. This blend of constantly evolving technology with handcrafted finishing is comparable to Pendennis’ proficiency at balancing engineering and performance with high quality craftsmanship throughout all stages of each super yacht project.

Buying an Aston Martin allows each owner to adapt the details of their car to their personal tastes, and similarly each project at Pendennis is a personal journey for each owner. Each superyacht built by Pendennis is unique, just as each Aston Martin car is distinct, and distinctive.

With the synergy between our brands clear we look forward to continuing to develop the relationship between the two companies, with plans for Aston Martin’s presence at the 2014 Pendennis Cup to be announced later in the year.

Throughout our history Pendennis has fostered many important relationships within the superyacht industry, and more recently we have been nurturing links with more diverse luxury brands.

During the 2010 Pendennis Cup we welcomed Aston Martin as a sponsor, who provided a fantastic fleet of sports cars for our guests to experience. Since then our association with this prestigious British brand has grown and now includes involvement in our biennial classic car rally, “Surf n’ Turf”, plans to collaborate on an apprenticeship experience programme, and confirmation of the brand’s collaboration with the 2014 Pendennis Cup.

As Pendennis celebrates a momentous 25th year, the Aston Martin story reaches a significant milestone as this year is the brand’s 100th Anniversary. The company was formed in 1913 when Robert Bamford and Lionel Martin formed Bamford and Martin Ltd, based in London. Interestingly Robert Bamford originally worked for Hesse and Savory producing boat engines and was put in charge of their London depot when they decided to expand into motorcars.

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A fleet of Aston Martins provided unique drive experiences at the last Pendennis Cup.

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PENDENNIS FLEET

ON THE RACE CIRCUIT

NOSTROMO
DUBOIS CUP 2013
NOSTROMO RACED IN TO 3RD PLACE OVERALL IN PORTO Cervo, SARDINIA

REBECCA
SUPERYACHT CUP 2013
REBECCA’S FIRST MEDITERRANEAN REGATTA SINCE 2007