

Princess and Pininfarina showcase the new X95 and Y85 at boot Düsseldorf

Turin, January 19, 2019 – The all-new Princess **Y85** will make her Global launch at **boot Düsseldorf 2019**, alongside the release of the latest developments for the forthcoming X95, scheduled for launch in 2020. Following the success of the R35, these two masterpieces are the result of the collaboration between Princess and **Pininfarina**, aimed at redefining the Princess design language through raised levels of perceived quality particular to exterior space.

The scope of this broad project, resulting from the partnership between **Princess Yachts**, British luxury motor yacht manufacturer, **Olesinski**, design and naval architecture studio, and **Pininfarina**, iconic Italian design house, is re-writing the rules of yacht design, setting a new standard of layout excellence.



Image 1: Princess X95



Image 2: Princess Y85

“With the X95 and the Y85 we wanted to challenge the norm by realizing a practical yet beautiful design approach that is easily perceived as both Princess and Pininfarina” explains **Paolo Pininfarina**, Chairman of the Group. *“The approach was simply to offer more to the customer in both form and function.”*

Indeed, the distinctive element of the X95 is represented by the **‘Super Flybridge’**, a unique concept that offers substantially more outdoor space and approximately **40% more interior space** than a traditional motor yacht. This leap forward in capacity and versatility mirrors recent innovations from luxury automotive brands who have developed SUV and crossover models to meet these customer expectations.

The Y85 incorporates onboard life comparable to much larger craft with expansive and comfortable social spaces, a full-beam owners stateroom, clever galley configuration that offers guests privacy, and its flybridge is an irresistible invitation to *al fresco* entertainment.

The presentation of these two innovative yachts at boot Düsseldorf provides the possibility to appreciate this new design language and partnership between Pininfarina and Princess.



Image 4: Y85



Pininfarina - Nautical

Pininfarina is an internationally renowned design house, since 89 years emblem of the Italian style in the world, with offices in Italy, Germany, China and the United States. Since the '80 Pininfarina has established as a world's leading designer in the Nautical sector, designing interiors and exteriors of the most exclusive motor and sailing yachts and developing, over the years, important partnerships with clients such as Beneteau, Primatist, Fincantieri, Rossinavi, Wally, Princess and Persico Marine.

Founding its roots in the automotive field, where the company boasts masterpieces created for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW, Pininfarina extended its brand's values and distinctive elements becoming a 360° design house. The company is active with more than 600 projects in Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures), Customer Experience design and User Interface design.

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