


# ELEVATED

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YACHTS

LÜRSEN YACHTS





**VANDUTCH**  
**CONVERGES WITH MERCEDES-AMG**  
**PETRONAS FORMULA 1 TEAM**

VanDutch Yachts, a true icon of elegance and luxury with its distinctive style that has marked a turning point in the nautical industry, took center stage at the recent Monaco Grand Prix. Established in the Netherlands in 2008 and now embodying pure Italian sophistication since its acquisition by Cantiere del Pardo in 2020, VanDutch has joined with the Mercedes-AMG PETRONAS F1 Team as an Official Race Supplier at the world's most prestigious Grand Prix. This collaboration reflects the Monaco values of style, excellence, and exclusivity to the maritime world, perfectly embodied by VanDutch.

From May 24th to May 26th, thirteen luxurious VanDutch tenders graced the waters of the Principality. These vessels were not just ways of transport but exquisite maritime jewels, offering a unique cruising experience to Mercedes' VIP guests and team members.

Operating between the Team's hospitality spaces both (Evrima of The Ritz-Carlton Yacht Collection) anchored outside Monaco's port, and in various onshore destinations, these thirteen boats ferried guests to a plethora of events. The partnership between VanDutch and Mercedes-AMG PETRONAS F1 showcased a blend of style, performance, and exclusivity, setting a new standard for luxury at the Monaco Grand Prix.





The timeless lines of VanDutch models transcend fleeting trends, establishing themselves as a true reference in style—an essential for those who seek to make a statement.

“This partnership with the Mercedes-AMG PETRONAS F1 Team is a source of true pride for us and recognition of the iconic role that VanDutch holds in the world of exclusive yachting” explains Gigi Servidati, Chairman of Cantiere del Pardo. “Since VanDutch became part of our group, we have worked to combine its timeless lines with the attention to detail that has always distinguished Made in Italy.”

Richard Sanders, Chief Commercial Officer of the Mercedes-AMG PETRONAS F1 Team, said: “The Monaco Grand Prix is the jewel in the crown of the F1 calendar. As a team, we therefore have an extensive hospitality programme for our partner family and guests. This year, we have taken that to the next level. It was fantastic to have number sport-leading experiences across the Principality, all defined by luxury, style, and connection to the action. Many thanks to VanDutch who complement all of those ideals and provided a brilliant experience to all our guests.”

The partnership between VanDutch and Mercedes-AMG PETRONAS F1 exemplifies how the alliance of two prestigious brands can elevate the experience of global sporting events, ensuring exceptional visibility and reinforcing an exclusive luxury presence.

As an Official Mercedes-AMG PETRONAS F1 Team Race Supplier, VanDutch not only confirms its leadership in the luxury tender sector but also positions itself as a key partner in high-profile global events, reaffirming its status as an icon of style and luxury in the dynamic world of Formula 1.

The choice of the Principality of Monaco is also no coincidence. VanDutch models have always sailed in the world's most iconic locations, from the French Riviera to Florida. To enhance this presence, Cantiere del Pardo is establishing a network of VanDutch Centers, where dedicated teams cater to both the boats and their owners and guests. Spanning from Saint-Tropez to Miami, and including Amsterdam, the Balearic Islands, and Lake Garda, these centers aim to redefine the nautical experience. They are creating exclusive “clubs” for VanDutch owners, providing technical assistance and organizing exclusive events, thus enhancing the sense of community and luxury associated with the brand.