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13 Sep 2012 - Boating industry veterans launch new luxury brand

NEW BOATS — Explorer Motor Yachts



Mark Williamson

A team of highly experienced boatbuilders and designers, including Queensland-based naval architect Mark Williamson has launched a new brand of luxury trawler-style cruiser at this week's Cannes Boat Show.

Known as Explorer Motor Yachts (EMY), the new company is headed by Mark Campion, who is best known for his involvement in the popular Clipper Motor Yachts marque.

Seeing an opportunity to design and build quality bespoke pilothouse motoryachts for discerning cruising clients, Campion established EMY this year.

"Explorer Motor Yachts is taking the trawler-style cruiser to a new level of sophistication and style," said Campion.

"My team and I share a philosophy to create boats with best hull forms to explore offshore in total comfort and safety. We enjoy an excellent 10-year working relationship with our shipyard at Ningbo in China and work in partnership with them to ensure the highest quality.

"Australian naval architect Mark Williamson is responsible for designing all our new models and I am fortunate to have Steve Fitch working with me to oversee quality control at our factory," he said.

EMY will unveil its flagship Explorer 60 pilothouse motoryacht at the Cannes show and has announced plans for Explorer 50 and 55 models.

In 2001, Campion entered in a partnership to re-establish the Clipper Motor Yachts marque. He set-up production in China, where he was responsible over 10 years for developing all new moulds and overseeing production to the point of delivery.

Clipper are now a popular and affordable trawler yacht brand here in Australia, with several models in the Heritage and Cordova range, as well as Hudson Bay express cruisers.

EMY has assembled a global dealer network, stretching from Norway and the UK to Singapore, Australia, New Zealand, the USA and Canada.