



## DELTA CARBON JOINS FORCES WITH INDUSTRY EXPERTS YACHTCREATORS IN STRATEGIC SALES & MANAGEMENT PARTNERSHIP.

JULY 9, 2019 - FORT LAUDERDALE, FL:

**WEEKS AWAY FROM THE LAUNCH OF ITS FLAGSHIP 88 CARBON (HULL #4), DELTA CARBON ANNOUNCES JOINT EXPANSION IN THE AMERICAS WITH NEW STRATEGIC PARTNER YACHTCREATORS.**

**E**ffective immediately, Fort Lauderdale-based YachtCreators assumes the management, sales and promotion of Delta Carbon, the North American importer for Swedish carbon fiber builder Delta Powerboats. YachtCreators founder Barin Cardenas is appointed Delta Carbon CEO, with oversight on key areas such as operations, sales & marketing, business strategy and more.

*"YachtCreators is renowned for innovative yachts of exceptional design and build quality," says Barin Cardenas. "Delta Powerboats fits our mold well, with its lineup of versatile, carbon fiber powerboats, and those striking exterior lines. In contrast to today's trend of ever-changing interiors, Delta Powerboats has held firm to their Scandinavian aesthetic, which our clients genuinely appreciate."*

Delta Carbon founder Chapman Ducote remains solidly onboard in a YachtAmbassador role, laser-focused on promoting the Delta Carbon brand in the Americas through Mr. Ducote's extensive network and social media presence.

*"The opportunity to join forces with Barin Cardenas, Whitten Hall and the rest of the crew at YachtCreators is exciting on multiple levels," says Ducote. "This partnership leverages the Delta Carbon brand for massive expansion in the Americas, which has been a top priority for us all along."*

Delta Carbon's base of operations relocates immediately from North Miami to YachtCreators' headquarters conveniently located in the heart of Fort Lauderdale's Marina Mile, and referred to in-house as The Lab.

The Partnership with Delta Carbon also serves as an integral component in YachtCreators' long term strategy to create 'The Ultimate Discovery Process' for its customers, as touched upon in recent public appearances by Mr. Cardenas at the 2018 Superyacht Forum in Amsterdam, and in columns published in The Superyacht Report (Americas and New Build editions).

*"The goal here," says Cardenas, "is to earn brand growth by providing an exemplary Ownership Experience. From discovery through the build and even on to cruising, we must streamline outdated industry processes to make the process attractive for today's experience-conscious yacht owner. Delta Powerboats has successfully delivered hundreds of their sub-40ft models and dozens of their carbon fiber series. This is the type of consistency that our industry rewards."*

Next up for partners YachtCreators and Delta Carbon is the arrival of a [new 88-foot Delta Carbon \(hull #4\)](#) superyacht later this summer, to be showcased at this year's Fort Lauderdale International Boat Show (G dock).

For further information, including but not limited to high resolution images for public distribution, kindly direct all inquiries to YachtCreators Creative Director Whitten ("Whit") Hall at [whitten@yachtcreators.com](mailto:whitten@yachtcreators.com).

## ABOUT YACHTCREATORS

YachtCreators: We create yachts and yacht brands. With over 60 new builds to date, YachtCreators has garnered critical acclaim & success with award-winning yachts such as the 55-meter Laurentia by Heesen, the 38-meter NONO by Admiral, and with numerous covers and columns in The Superyacht Report and Boat International. In the process, we have forged solid, lasting relationships with elite builders, renowned designers and visionary architects from around the world. Learn what it means to DREAM BUILD PLAY with YachtCreators today.

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## ABOUT DELTA CARBON

As the exclusive Americas importer for Scandinavian shipyard Delta Powerboats, Delta Carbon offers premium sport yacht product ranging from 26 to 88 feet, with emphasis on the wildly popular carbon fiber series (54, 60 and 88). Since 2014, Delta Carbon has successfully delivered numerous builds to the North American market, including two (2) flagship 88 Carbons, and with plans to showcase Hull #4 of the 88 series at this year's Fort Lauderdale International Boat Show (G dock).

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