

Sunseeker's award winning 90 Ocean forged from Scott Bader's chemistry expertise

Company - Sunseeker International

Location - Poole, Dorset, United Kingdom

Sunseeker is the world's leading brand for luxury performance motor yachts, established in 1969. From its manufacturing base on the south coast of England, Sunseeker employs c.2,000 people and produces around 150 boats every year, ranging from 38 to 161 feet.





Challenge

Sunseeker planned to launch an entirely new range of luxury yachts, titled the Ocean range. The range forms a new pedigree of yacht, marking the start of a new era in performance, functionality, and styling for Sunseeker.

Leveraging our long standing partnership, Scott Bader met the challenge head on with Sunseeker to help bring the new range to life, focussed on the first Ocean model, the 90 Ocean.

The 90 Ocean design boasts a remarkable 20% increase in overall volume and nearly 30% more deck space. Scott Bader was challenged with helping to realise the ambitious new design.



Solution

Scott Bader used its technical expertise to innovate advanced Crystic resins and Crestomer structural adhesives with superior properties, such as high strength, impact resistance, and excellent adhesion to support Sunseeker's new design.

These products provided enhanced structural integrity alongside a weight reduction, ensuring the yacht's long-term durability and providing improved fuel efficiency and maneuverability.

Scott Bader's technical team worked closely with Sunseeker to ensure the 90 Ocean's ambitious design became a reality for their customer base.



Award winning design

The 90 Ocean won the best 'Custom Yacht' at the 2023 Motor Boat Awards. The annual awards aim to celebrate the very best that the leisure boating industry has to offer, recognising excellence in design, innovation and performance.

A key factor in winning the award was the revolutionary design with its extra beam, additional volume and the brand-new hull shape, produced from Scott Bader materials.

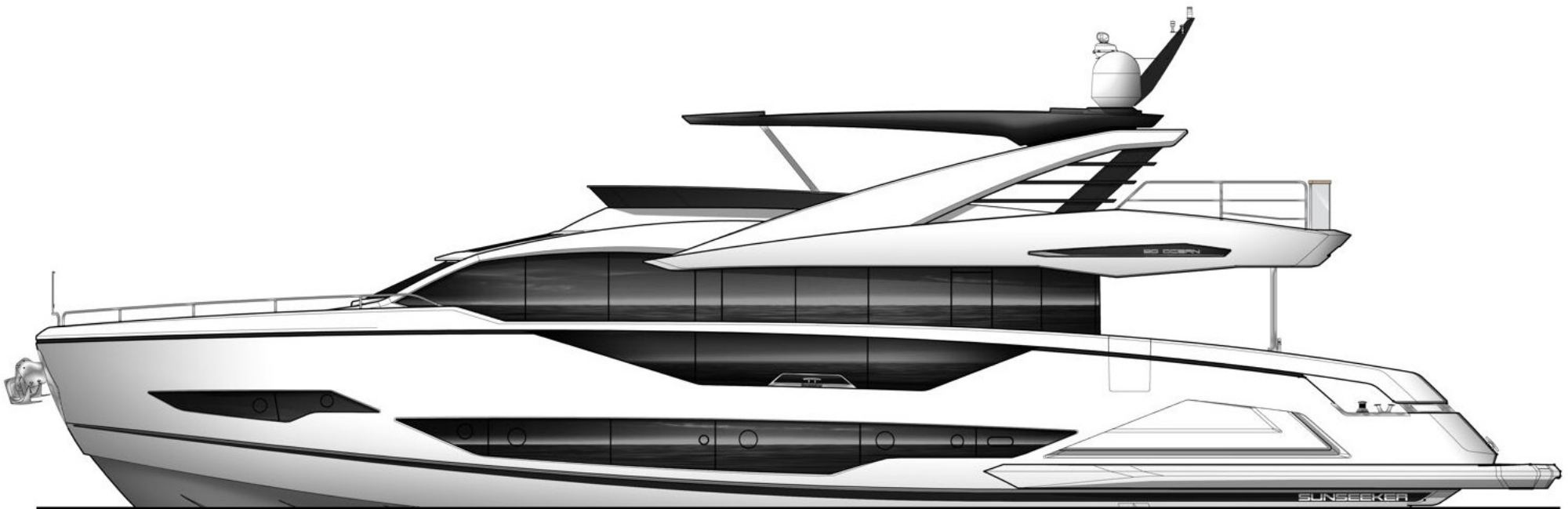
The award adds to the series of accolades the 90 Ocean has already achieved including a World Yachts Trophies Award and BOAT International Design & Innovation Award.





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