

# DISCOVERY

## PRESS RELEASE

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Cannes Yachting Festival

France

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## AN ICON IS REBORN: FUTURE OF DISCOVERY YACHTS UNVEILED AT CANNES YACHTING FESTIVAL

British bluewater yacht brand DISCOVERY today announces the next stage of its journey with a mission to set new standards of design, experience and sustainability in luxury yachting.

The iconic DISCOVERY brand, IP, design portfolio and production tooling have been acquired by Ocean Discovery Yachts, owned by the Couchman family, who today announce that Plymouth, Britain's 'Ocean City', has been chosen as the marque's global manufacturing HQ.

DISCOVERY yachts has officially opened its order book at Stand 040 in the Palais des Festivals of the Cannes Yachting Festival and is offering three all-new models: D55, D60 and D68 each drawn by superyacht designer Rob Doyle.

In addition to the new models, the company is announcing the launch of the world's first upcycled yacht brand. reDISCOVERY offers a unique proposition - an 'upcycled' DISCOVERY 55 yacht that has undergone the company's proprietary comprehensive refit service to 'as new' standard with a minimum specification of installed upgrades and technology from propulsion, rig, electronics, safety equipment and more.

"It is an honour to be leading the next stage of DISCOVERY" said co-founder and CEO Dan Couchman. 'There is a huge opportunity to set new standards and fulfil the dreams of today's new customers - increasingly people whose start point is to experience adventure rather than purely to go sailing.'

"The reDISCOVERY proposition breaks new ground in an industry that has never paid proper attention to optimising the life, value and environmental impact of yachts in the 50-70ft market and depending on final specification, the reDISCOVERY offers a serious saving on the cost of a new build yacht" said Couchman.

DISCOVERY was founded in 1998 by John Charnley; the Ron Holland-designed 55 set the benchmark for short-handed bluewater voyaging, enabling a crew of two to sail the world in complete safety and luxurious comfort. A pioneering yacht in this segment, the 55's deckhouse, raised internal navigation station and legendary seakeeping quickly became a benchmark model against which all others were judged,

The DISCOVERY 55 was followed by a 58 and the flagship 67 and later, a DISCOVERY 54 designed by Ed Dubois. Over 75 yachts were built between 1995 and 2020.

The new DISCOVERY team boasts an impressive array of talent and experience. Ron Holland's original Discovery design director Rob Doyle takes the lead on design and a handpicked manufacturing team built from extensive experience in new build and refit work on world-leading brands. Expedition skipper Louie Hubbard will lead development of DISCOVERY Adventures, part of the brand's promise to focus as much on the experience as the vessels themselves.

DISCOVERY is building its base in Plymouth UK, Britain's 'Ocean City' with support and investment from regional bodies including the Plymouth and South Devon Freeport and Plymouth City Council.

The DISCOVERY team has already established strong partnerships with some of the leading names in marine technology and academia. Partnerships include Plymouth University Composites and Engineering Centre, Exeter University's Centre for Future Clean Mobility, and Industry DAME Award winners for electric hybrid propulsion, OceanVolt.

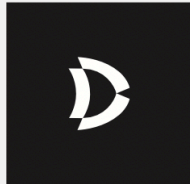
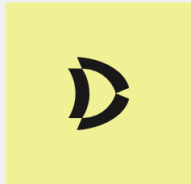
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Team is available for interview at Cannes stand by appointment 10.30am daily, 11-15 September

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SETTING NEW STANDARDS  
IN DESIGN, EXPERIENCE AND  
SUSTAINABILITY



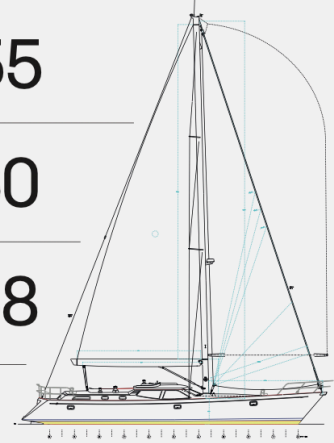
*RE* DISCOVERY

# 55

55

60

68



DAN COUCHMAN



ISSUE 01

# DISCOVERY

## JOURNAL

### AN ICON IS REBORN

World-renowned bluewater yacht marque, DISCOVERY, unveils its return in Cannes. An industry-leading line-up of talent shares its vision: to set new standards in design, experience and sustainability.