



INNOVATORS IN SOUND

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## **PRESS RELEASE** **For Immediate Attention**

# **KEF BECOMES PROVIDER OF SPEAKERS TO LEADING LUXURY BOAT BUILDER**

Princess Yachts to use Innovative New  
KEF Speakers in its luxury vessels



*Princess Yachts boast a true British heritage of exquisite engineering and design*

KEF has become provider of custom loudspeakers to Princess Yachts, adding its innovative design, audiophile heritage and sublime sound performance to some of the finest boats in the world.

KEF and Princess share a market-leading legacy of innovative design and performance in their respective fields. Both companies also share a proud, Best-of-British heritage, and the rigorous blend of engineering pedigree and luxury styling that is the trademark of both Princess Yachts and KEF speakers.

With over 50 years of innovation in sound, KEF has created another landmark audio innovation, designed to meet the specific requirements of Princess motor yachts. The yachts have exquisite interior spaces akin to luxury loft apartments, and the KEF Ci160TR fits perfectly between the extremely narrow bulkhead spaces. With a depth of just 30mm, it's the slimmest full-range Custom Installation speaker in the Ci industry, and a serious technical achievement.



*With an ultra-slim depth of just 30mm, the Ci160TR speaker fits perfectly into the ceilings of the sleek and luxuriously designed Princess Yachts*

The new KEF Ci160TR speakers will be featured in new Princess motor yachts of 60ft in length and above, boats whose features epitomise the Princess brand – from their sleek, dynamic exterior to their impeccably finished interiors. They have been developed using some of the most advanced technology available in the marine industry today, with a performance that is both assured and rewarding.

With a technically advanced 4.5in mid/bass driver and 1 in tweeter featuring KEF's patented Tangerine Wave guide – creating exceptionally wide sound dispersion – the Ci160TRs' performance is nothing less than remarkable. They use an ultra-thin bezel, magnetic and moisture-resistant grilles, and wider mounting legs for improved force distribution when fitted. Where every millimetre is at a premium, the Ci160TR is perfectly suited for placement within the beautiful cabins of Princess Yachts.

For high-res images, please click this link:

<http://www.andygilesassociates.co.uk/cgi-bin/images.pl?c=showCat&id=370>

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## About KEF

KEF's ethos has always been based on the continuing quest to find new and better ways of reproducing sound. Since the company's establishment in Maidstone, Kent in 1961 by Raymond Cooke O.B.E., KEF has maintained a flair for unusual and controversial speaker engineering, design and material use. KEF has always driven innovation in sound with examples including its iconic 'egg', Muon and Blade speakers. KEF is part of Gold Peak Group and its products are available in more than 60 countries. In 2011 KEF celebrated its 50th anniversary and is still committed to building on its strong heritage.

Visit: <http://www.kef.com> for more about KEF and its products.

Visit: <http://www.kef.com/thefifty/> for more about KEF's 50 Years' History.

## About Princess Yachts

Plymouth-based Princess Yachts epitomises the best of British manufacture, from its quality craftsmanship, and design and engineering pedigree, to the refined elegant and luxury interior styling of its craft. The result blends cutting-edge technology with traditional craftsmanship to set new standards in performance, evident across the Princess range of sophisticated motor yachts, classic flybridge craft, dynamic V Class sporting yachts and new M Class - the ultimate Princess. The Princess reputation for design, engineering and manufacturing excellence has earned the company global appeal and established it as a truly international brand.

Princess Yachts International was acquired in 2008 by L Capital 2 FCPR, an investment group sponsored by LVMH (Moët Hennessy Louis Vuitton) and Groupe Arnault. The LVMH group includes over 60 international luxury brands including Louis Vuitton, Christian Dior, Fendi, De Beers, Moët Chandon, Veuve Clicquot, and Krug. Other Marine interests include Superyacht builder Feadship.

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