

## TERRANOVA ITALIAN YACHTS EXPANDS IN USA WITH SCHOONER YACHT SALES

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In order to bring its Explorer yachts to the American market, **Terranova Italian Yachts** has established a partnership with **Schooner Yacht Sales**, a company which ranks among the largest Americas' yacht brokerage companies.

At the last Miami Boat Show, we met **Henry Schoone**, the owner of the almost namesake company, and we ask him to tell us the hows and whys of this initiative.

### **What is Schooner Yacht Sales?**

It's an international full service yacht brokerage company which focuses on the sale and brokerage of new and used yachts. We operate primarily on the East Coast of the US and the Caribbean Islands and we are located in a prime location between Fort Lauderdale Beach and the Intracoastal Waterway, the shipping channel which stretches from Miami to New York. We were previously involved with building and selling boats for other well-known Italian brands, such as Rizzardi/Posillipo and Aicon.

### **Why did Schooner Yacht Sales decide to put Terranova Italian Yachts in its bouquet?**

We think it's a great opportunity to introduce this perfect blend of yachts featuring a traditional look with modern Italian design and workmanship to the growing segment of Explorer style yachts in the USA. Furthermore the aspect of an "all Italian yacht" entirely



Henry Schoone, the soul of Schooner Yacht Sales which manages the presence of Terranova Italian Yachts on East Coast of the US.

**which one is the most suited for the American market?**

Considering the current demographic features of the market, trends and product lines of explorer yachts builders, I'd say that, among Terranova boats, the T85 Long Range version has the best chances on the US market. Her beautiful unique design (a new classic-modern interpretation of explorer style) combined with her massive beam of over 7 metres (with the resulting spacious layout), attractive prices, Italian workmanship and economical long-range operation make her a strong competitor in the field.



Terranova 85 New: the master cabin

yacht building; the focus on details; the balance and harmony between engineering and aesthetics; the absolute dedication to seek beauty combined with workmanship and function. All things which root deeply in the Italian history and culture in the present and the past.

built in Italy by a young innovative team was enticing for us. The products come ready to sail and “fully loaded-turnkey” with 2-year warranty and 10-year warranty on the hull. These factors are important sales tools for us and help us to market the Terranova products in this highly competitive environment. Another factor which separates Terranova from other builders is the fact that the yard is owned and not leased. Such a financial commitment creates more confidence for the potential buyer in both the product and the shipyard.

**Terranova Italian Yachts proposes yachts with three different lengths, ranging from 21 to 33 metres: T115, T85, T68, and 5 models. In your opinion,**



The Terranova 85 in the version with blue bulwarks.

**What do American yachtsmen love of Italian boats?**

The American affinity for anything Italian could fill pages and pages - to answer your question, we believe that the US client loves Italian craftsmanship, the Italian innovation, the heritage and the uniqueness of their products; the Italian history of

## Do you believe explorer boats have a growing market?

I personally think that Explorer market will be expanding. I would like to compare it to the SUV automobile market. You might not necessarily go off-road with your Jeep on the weekend or go to the Sahara desert. But you enjoy the ability to do so and enjoy the extra space you have plus the look and the image of your vehicle. The Explorer style is similar, in my opinion. People like their

look which is a little rugged (like the old trawlers, which were converted into yachts) but now made more refined by Terranova; and they also love the ability to travel long distances (3,000- 4,000 miles) with one load of fuel: plenty of space for on-board toys( kayaks, dinghies, wave runners, dive equipment); plus the image of a world traveler and explorer like Marco Polo.



Aerial shot of the Terranova 115 Classic, the top-range model of the Italian yard



## Your business spreads from Maine to Caribbean. Did you find any geographical differences in your customers? In other words, are explorer yachts more sold in northern countries or in warmer waters?

I think that the answer to your question is in the above description. There is no territorial limitation for explorer yachts as only few use them to explore icy waters of the northern regions. The beauty is that your yacht is mobile and you can take it any place you want to. In other words: your home travels with you.

## To whom would you recommend an explorer yacht?

I personally recommend an expedition yacht to a person who loves independence and is non-conformist: someone who likes travel more than the arrival, has the time to read a book, has traded his sports car for a SUV, has switched from the Mojito to an aged rum, is ready for a different type of yachting and is willing to sacrifice speed for comfort and navigation with almost no limitation.



Terranova 115 New: the saloon on the main deck

