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# ARROW

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[www.silverarrowsmarine.com](http://www.silverarrowsmarine.com)

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# WELCOME

*“The convertible sports car of motor yachts”*

Silver Arrows Marine builds innovative luxury motor yachts whose distinctive design purity captures the sporting elegance of Mercedes-Benz design DNA.

Working in collaboration with Mercedes Benz Style and some of the world's foremost marine architects and suppliers, the first ARROW460-Granturismo introduces a completely new way of looking at, and living with, a 14m motor yacht.

Our aim is not just to set a new standard of motor yacht but to challenge conventions in all areas of yacht building: design, development, partnerships, construction, testing and selling. We think we have found a better way to do all these things.

Silver Arrows Marine is a UK registered company with international backers and offices in London, Ibiza and Monaco.

Key personnel include Ron Gibbs, Chairman; Jacopo Spadolini, Chief Executive Officer; Massimo Chiodo, Commercial Director; Paolo Bonaveri, Global Marketing and Communications Director and Andrea Venezian, Head of Engineering.

*Born to Challenge Convention*

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Yvan Grubski  
Mercedes-Benz  
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Lapo Quagl



# ARROW460-GRANTURISMO INTRODUCING THE MERCEDES-BENZ OF THE SEAS

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## MORE THAN JUST A PRETTY FACE

“Our aim is not just to set a new standard of motor yacht but to challenge conventions in all areas of yacht building,” says Jacopo Spadolini, Chief Executive Officer, Silver Arrows Marine. “We achieve this by drawing on the innovative spirit and technical expertise of the best people and best companies from both inside and, crucially, outside the marine world.”

Mercedes-Benz Style

## ARROW460-Granturismo Edition1 and Collection

The Edition1 is a tribute to the legendary Mercedes Silver Arrows, or Silberpfeil, racing cars of the 1930s. True to Silver Arrows heritage, this ultimate yacht's flawless silver body showcases its sculptured, coupe-like lines to perfection.

Each Edition1 is complete with a full options package, the quality of the details underline the elements, made "sur mesure" for the S-Class of the seas.

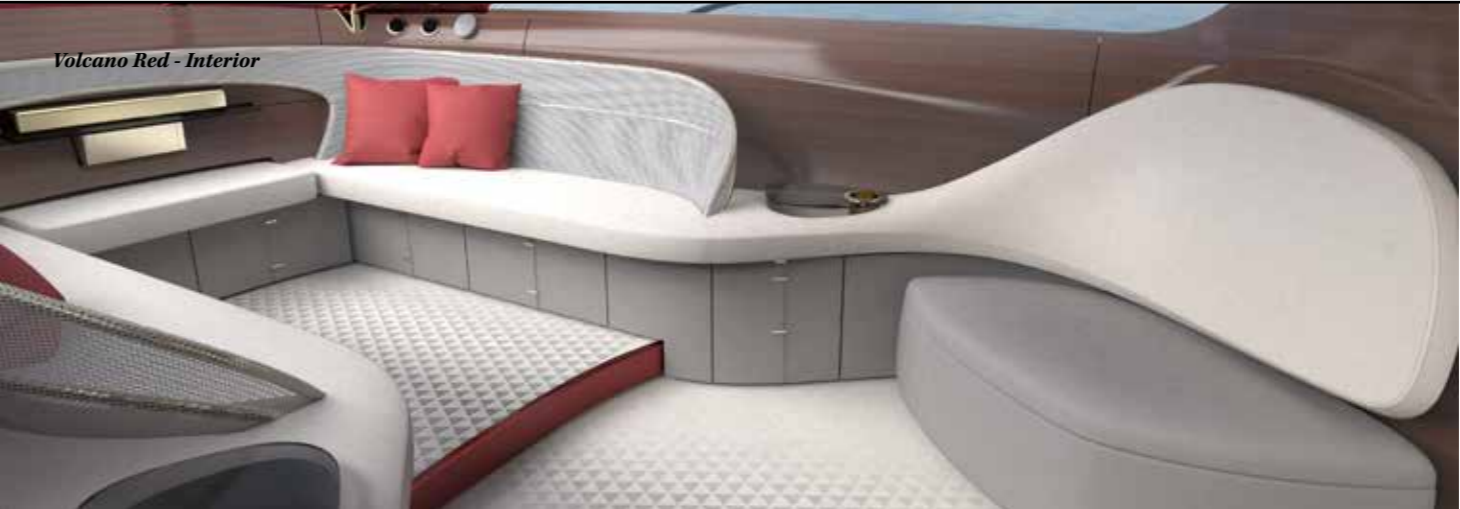
. Its luxurious and revolutionary interior blends noble wood veneers and the highest quality leathers with the most contemporary take on design and functionality. Just 10 Edition1s are available worldwide.

The ARROW460 Collection has been specially created to appeal to owners with a desire to make their own statement with the innovative 14m yacht. The Collection comprises a series of stunning finishes, allowing owners to choose their colour scheme in the way they choose the colour of a Mercedes-Benz automobile. The first to be available is the seductive White Pearl, but the Collection offers clients a choice of five themed colour and trim packages as well as an opportunity to work with Mercedes-Benz Style colour and trim specialists on bespoke design solutions, raising the prospect of owners commissioning a Silver Arrows yacht to match their Mercedes-Benz car. Pearl White: White emphasises the sensual design language of today's Mercedes-Benz cars, contrasting it with dark trim around the side windows.





The Loft Living Space is finished in Danzer 3D wood with a range of leather, Alcantara and mesh fabrics.  
Volcano Red: Inspired by the rich red of the Vision Maybach 6 concept car, the uniqueness of this colour results in a motor yacht with huge presence. An equally exclusive interior incorporates style elements of the Mercedes-Maybach S650 Cabriolet.  
Gold Yellow: Offering an explosion of changing colours from sunrise to sunset, this colour amplifies the uniqueness that is an ARROW460-Granturismo yacht. The interior is inspired by sports cars for a very exclusive personality.  
Grey Matt: The essence of Mercedes' "hot and cool" philosophy, this is a matt colour the appeal of which is matched below decks by a sports interpretation for the materials, colourways and trim.



*Volcano Red - Interior*



*Volcano Red*



*Gold Yellow - Interior*



*Gold Yellow*



# THE STYLE IS THE DRESS OF THOUGHT

This quotation from Seneca The Younger sums up Silver Arrows Marine's approach to yacht design, one which led straight to the door of Mercedes-Benz Style.

The look of ARROW460-Granturismo speaks for itself: with its coupe-like elegance it is the marine cousin of the latest Mercedes-Benz models. Gorden Wagener, Chief Design Officer Daimler AG, has summed up the design as "the perfect expression of modern luxury". It is the first time the sensual purity of automobiles such as the Mercedes-Benz S-Class Coupe has been applied to a yacht.

Mercedes-Benz Style's interior design is highly contemporary in its forms, materials and finishes, using space and light to spectacular effect thanks to an open and welcoming cabin. There is no conventional compartmentalised layout here, instead a lifestyle space that Silver Arrows Marine likens to "loft living". The interior is bespoke – even the door hinges are specially designed and made – with the emphasis on a clean, uncluttered look and bespoke craftsmanship akin to that of a superyacht.



## A foundation of inspiration

As Apple's Steve Jobs said, "Design is not just what it looks like and feels like. Design is how it works." The way the ARROW460-Granturismo works rewrites the rulebook for 14m motor yachts with a wealth of innovative features, all calculated to enhance the pleasure of yacht users.

Hi-tech multi-functionality ensures the yacht fulfils a variety of different roles, and all at the touch of a button - from party yacht for 10 people to luxurious overnight accommodation for two.

ARROW460-Granturismo is a day cruising motor yacht with surprisingly versatile overnight accommodation and luxury facilities. Dining table, TV and bed all remain hidden until they are needed. Comfort and total privacy are assured by a bathroom unit and separate utility room. Climate, communication and entertainment systems are state-of-the-art.

The glass side windows and glass roof all open, ensuring an intimacy with its marine environment without compromising on comfort or security. The "smart" glass is adjustable from dark to light, ensuring comfort levels in even the stringest sunlight. The roof section rises up on hydraulic struts to create an effect akin to sitting under a pergola. For watersports lovers, a platform dubbed the "terrace on the sea" extends from the stern when moored - perfect for relaxing and dipping toes into water...





## A motor yacht everyone can enjoy

The yacht delivers dynamic performance with great refinement and ease of handling, epitomising the Granturismo ethos. Designed and built as much for comfort as speed, it is fitted with the latest navigation and boat-handling technologies – such as intuitive joystick control for low-speed manoeuvring – ensuring the yacht is easy and safe to manage even in inexperienced hands. The power system is provided by twin Yanmar diesel engines with a total power output of (880 hp).

"A true Granturismo is not a racing car, and we never sought to make our first Silver Arrow a speed record-breaker," says Andrea Venezian, Silver Arrows Marine Head of Engineering. "Our priorities were far broader. For us Granturismo, on land as on water, is about effortless, refined and comfortable performance. This is exactly what we have achieved with Arrow460-Granturismo."

A dream comes true

Silver Arrows Marine's philosophy is to unleash the imagination, question when others won't, and achieve things others can't. In the world of motor yachts, it is unique. Challenging convention is the company's mission and its first goal.



### TOP VIEW



bench



open platform



table

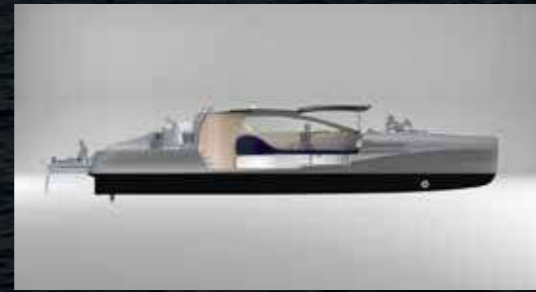


bed

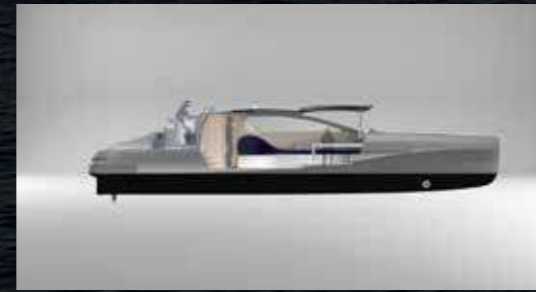
### LONGITUDINAL VIEW



open bed



open platform



open table

### ORTHOGONAL VIEW



side



side open



front



aft



top



top open

### TECHNICAL VIEW



long section dimension



top view area



top view dimension

### Main dimension

<b>Length overall</b>	14.17m - 46ft 6in
<b>Length waterline</b>	13.98m - 45ft 10in
<b>Beam</b>	3.97m - 13ft 3in
<b>Draft (loaded, incl. propellers)</b>	0.98m - 3ft 1in
<b>Displacement fully laden</b>	To be confirmed
<b>Fuel tank capacity</b>	910 litres - 200 US gallons
<b>Water tank capacity</b>	285 litres - 62 US gallons
<b>Certification category</b>	B
<b>Maximum number of passengers</b>	10

### Propulsion and drive unit and performance

<b>Engine</b>	2 x Yanmar 6LY440 24-valve direct-injection six-cylinder diesel engines; 324 kW (440 hp) @ 3300rpm. Total system power: 648 kW (880 hp)
<b>Gearbox</b>	2x Twin Disc MGX-5075 IV - Quick shift gearboxes with enclosed PTO and heat exchanger
<b>Drive unit</b>	V-Drive, 15 degree down angle shaft in Marinox 17 (AISI630), d.55 mm, main P-bracket for shaft in OTS-59
<b>Propeller</b>	2x Rolla custom designed, 5 blades - in NiBrAl
<b>Bow thruster</b>	BCS - BP220 with hydraulic motor and counter-rotating bronze propellers
<b>Maneuverability</b>	Twin Disc Express Joystick System EC300JS electronic easy docking system
<b>Speed</b>	Cruising speed: 26 knots Maximum speed: to be confirmed



# FORM FOLLOWS FUNCTIONS

## INTERIOR DESIGN

*"The design is a way to discuss life" - Ettore Sottsass*

ARROW460-Granturismo offers a new dimension in aesthetics and versatility for a 14m yacht, with design, materials, craftsmanship and attention to detail all more akin to that of a superyacht.

The interior is bespoke – we even design our own hinges – and combines our 'loft living' vision with a notably clean, uncluttered look. The emphasis is on unobtrusive, built-in systems and automated controls.

Dining table, TV and bed all remain hidden until they are needed. Comfort and total privacy are assured by a bathroom unit and separate utility room. State-of-the-art air-conditioning, domotics, communication and entertainment systems are fitted.

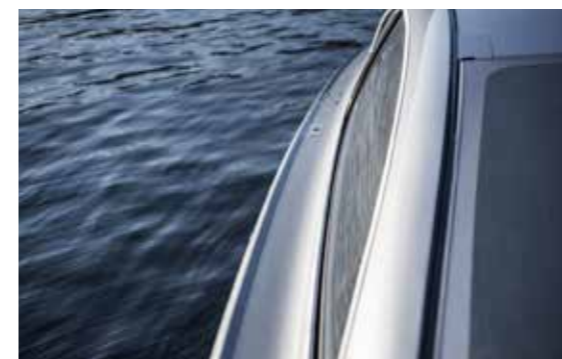
## EXTERIOR DESIGN

*"The style is the dress of thought" - Seneca The Younger*

The perfect expression of modern luxury, ARROW460-Granturismo's coupe-like elegance represents the first time the sensual purity of automobiles such as the Mercedes-Benz S-Class has been applied to a yacht.

Gorden Wagener, Chief Design Officer Daimler AG, says: "The muscular, stretched hull symbolises the sensual purity of the design: dynamic but not aggressive, sophisticated but not subject to fashion. With its long foredeck, a flowing, arched roofline and a slightly descending rear, the design is inspired by classic automobile proportions."

However, while the yacht is undoubtedly elegant it is also designed to be very sociable and usable. Clever features such as the built-in sunbeds, walk-round access, open cabin and rear platform offer a lifestyle experience no other 14m yacht can match.



### Smart glass

The windows adjust their transparency electronically from dark to light at the press of a button, ensuring privacy and maintaining comfort levels.



### Retractable side windows

Just like a car's opening windows, this is a brand new and exclusive system created by Silver Arrows Marine.



### Loft living in water

By ditching the traditional compartmentalised layout, the interior is a light, bright and spacious largely open-plan area offering protection from the elements without any closed-in feeling.

Unique multifunctionality. Conceived as a day cruising yacht for up to 10 people, the cabin can transform easily from lounge to dining area to private bedroom suite for two, with all necessary facilities built in.



### Terrace on the sea

A new standard for intelligent use of space on this size of yacht, the large cockpit area and extending rear platform offer the perfect area for relaxing or watersports.



### Pergola roof

Hydraulically-powered roof glazing system brings the outside inside – for lunch with sea breezes or sleeping under the stars. It's like being under a pergola.



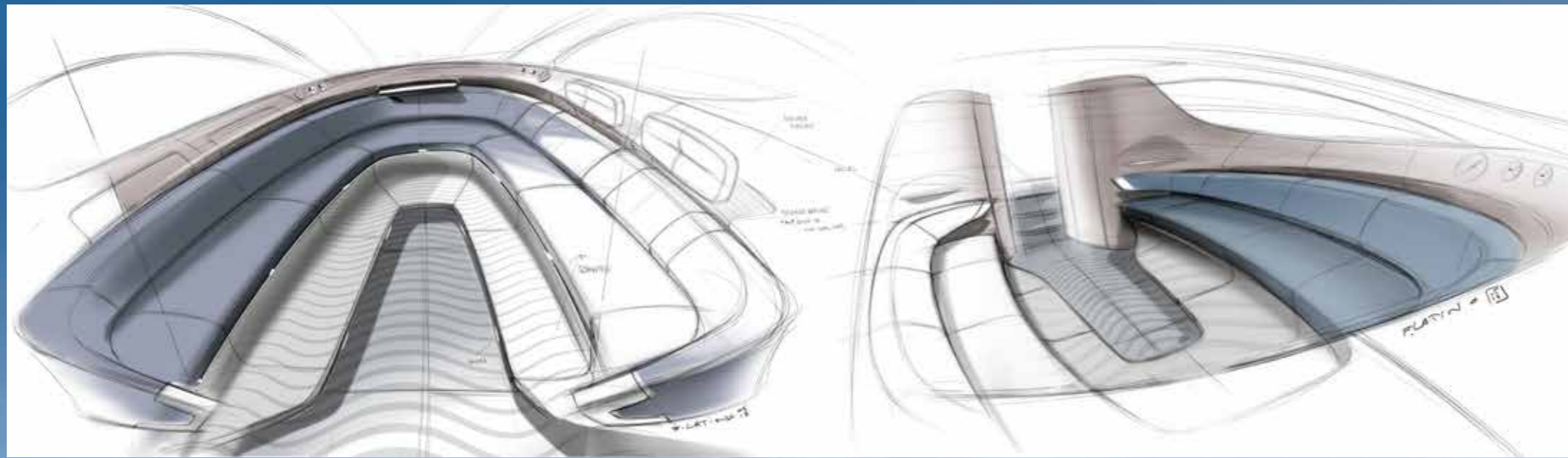
### Granturismo hull

The yacht delivers dynamic performance with great comfort, refinement and ease of handling, epitomising the Granturismo ethos.

# ONE YACHT, THREE BEAUTIFUL LIFESTYLE CHOICES

Already famous as the Mercedes-Benz Granturismo of the motor yacht world, the ARROW460 range is expanding to include Cabrio and Limousine versions. It's another innovative move from Silver Arrows Marine





How do you like your Mercedes-Benz? With the elegant sporting profile of a classic Granturismo coupe? Or boasting the spacious luxury of a Limousine interior? Or perhaps minus the roof for wind-in-the-hair thrills in a convertible Cabriolet? One great car, three amazing ways to enjoy it. If only high performance luxury boats offered the same choice...  
Silver Arrows Marine, makers of the acclaimed "Mercedes of the seas" 14m motor yacht, not only agrees with that but is doing something about it. As these exclusive first images reveal, ARROW460-

Granturismo is looking to become a family of ARROWS, with Cabrio and Limousine versions now in development. As with the Granturismo, the new body styles are both being designed by Mercedes-Benz Style.

Silver Arrows Marine famously looks to industries outside the marine world to get the best ideas and technologies. The automotive sector has provided much of the inspiration in design, research and development, testing and construction that lies behind its innovative first yacht, ARROW460-Granturismo.

# THE PERFECT FINISHING TOUCH

Silver Arrows Marine, the shipyard responsible for the iconic ARROW460-Granturismo, have announced their collaboration with world-renowned interior design brand Sabrina Monte-Carlo.

**Words by** Bob Murray

**S**ilver Arrows Marine, the shipyard responsible for the iconic ARROW460-Granturismo, have announced their collaboration with world-renowned design brand Sabrina Monte-Carlo. The 14m ARROW460-Granturismo is the sleek yacht adaptation of the Mercedes-Benz S-Class.

In order to further bolster the yacht's appeal, Silver Arrows Marine have joint forces with fellow Monaco residents, Sabrina Monte-Carlo. Responsible for the interior designs of sumptuous palaces, chic apartments and alpine chalets, Sabrina aims to put the finishing, personalised touches to the ARROW460-Granturismo. To date, Sabrina Monte-Carlo has already been responsible for the interior design for more than 90 of the world's largest yachts.

With signature design and colour schemes based around the vivid colours and contemporary chic of Mediterranean life. This new collaboration will give the ARROW460-Granturismo access to a broad spectrum of design options and some of the world's most prestigious luxury brands, from bed linens to designer tableware.

Sabrina was established by Sabrina Monteleone-Oeino who began life in the fashion industry, and now pursues her passion for interior design. Jacopo Spadolini, CEO of Silver Arrows Marine, praises their new association: "We have always strived to give the ARROW460-Granturismo the feel of a bespoke superyacht so working with superyacht accessories specialists Sabrina makes perfect sense for us and our clients. With our new partnership, owners have scope to personalise their yachts to make each one more unique than ever."



# Experience It to Believe It

Words and pictures are well and good, but for a yacht that's so new and so different you really do need to get hands-on. Luckily Silver Arrows Marine has a solution that's just as innovative as the yacht itself: Granturismo Experience. And you are invited...

Automotive journalist Bob Murray went along on the ride.



As innovators throughout history have found, coming up with something that never existed before can be only half the battle – often the real challenge is explaining your innovation to the marketplace. How best to get people on board with your big idea? Well, in one yacht company's case you do just that: invite them on board.

"You have to experience it to believe it" is the rationale behind the Granturismo Experience from Silver Arrows Marine whose new ARROW460 luxury motor yacht encapsulates all the performance and elegance that Granturismo stands for...on water.

While no one could possibly miss the Mercedes-Benz designed yacht when they see its elegant coupe-inspired profile, full appreciation of its unique features and layout is only possible when you get up close and personal.

And that's where the Granturismo Experience comes in. It's an invitation on board a 14m motor yacht unlike all others, one that really does need to be experienced to be believed. The "loft living" saloon, "terrace by the sea", "pergola" style opening glass roof, "concept car" interior and host of bespoke details are just words until sampled first hand.

Based in Monaco, the home of Silver Arrows Marine, every detail of the family-friendly day is arranged by the company's own concierge service to meet individual client needs. And the day is hosted by the very people who, over the past seven years, have seen their dream of a "Mercedes S-Class of the seas" become a dramatic reality.

Jacopo Spadolini, Silver Arrows Marine Chief Executive Officer, says: Like all truly innovative products ARROW460 needs to be experienced first-hand to be fully understood. Granturismo

Experience allows our guests to get to know not only Mercedes the yacht but also who we are, what drives us and how we put the customer first in everything we do."

A typical Granturismo Experience day might start in the sumptuous back seat of a Mercedes-Benz S-Class before transferring to an ARROW460-Granturismo for your personal sea trials – all with five-star hospitality of course.

There is plenty of time to put the 648 kW (880 hp) ARROW460 through its paces, see how the huge glazed areas of the spacious cabin open up to bring the outside in, and to appreciate the cutting-edge design, craftsmanship and technology that bind Mercedes yacht with Mercedes car.

In today's parlance it's an immersive and experiential day. Silver Arrows Marine, however, likes to think of it rather more simply: as a day out on the water with friends.

This personal approach is just one example of how Silver Arrows Marine is re-defining the relationship between boat builder and boat owner: as a partnership before, during and after a yacht's commissioning and delivery.

Such a person-first approach comes naturally to the key players behind Silver Arrows Marine – as naturally in fact as their collective insistence on innovation. While this is a company that thrives on challenging convention, its centre of gravity is the people who make it possible: its clients and its suppliers/partners in a Network of Excellence.

The company itself has a very light structure, is fast-moving and fizzes with ideas. The best salesmen are Chairman, Ron Gibbs; Chief Executive, Jacopo

Spadolini; Marketing and Communication Director and Head of Engineering Andrea Venezian. Like you, they are all yacht owners and fanatical about cruising, as well as being boating industry professionals.

Indeed it is precisely because Silver Arrows Marine's key players have owned and sailed in so many motor yachts over the years, and been so dissatisfied with cramped quarters and gloomy cabins, that seven years ago they decided to design and build their own.

They brought in to the project esteemed superyacht designers such as Martin Francis and Tommaso Spadolini, and partnered world-renowned specialists in power units, control systems, glazing and hydraulics. They used automotive best-practices to reinvent how yachts of this size are developed and built.

An extensive prototyping stage was used to ensure quality control from the very first customer boat. "Just in time" assembly sees modules and components from Silver Arrows Marine's Network of Excellence supply chain delivered direct to Baltic Yachts in Finland, where all the composite components are produced.

Silver Arrows Marine applied more automotive DNA courtesy of Mercedes-Benz Style, reinventing the typical 14m layout into a yacht that not only looks unlike all others but one that truly reflects how boats of this size are used.

The sleek result embraces lifestyle living on the water like nothing else in its class – something that Ron, Jacopo and Andrea, all of whom are available to host Granturismo Experience days, are enthusiastic about sharing.

*Be warned, though: their enthusiasm is infectious!*



# CRUISING TOWARDS PERFECTION

For many families a motor yacht is a sound investment – in pleasure, at least. There are many to choose from, but for fans of Mercedes-Benz there can only be one to go for: the remarkable new Silver Arrow of the seas. We put the questions to company Chief Executive Officer, **Jacopo Spadolini**.



#### **“Who is Jacopo Spadolini?”**

The person with the best job in the world! Well, at least I think it is the best job. It is not often you can be in at the start of something so new and unique, to play a part in developing not just a new boat but a new company with a completely new way of working.

If you give a small band of passionate marine professionals a clean sheet of paper and ask them to outline their dream boat – no preconceptions, no compromises – you are sure to get fireworks, and that’s what characterises Silver Arrows Marine. Fireworks in the form of inspirational, unique, yachting innovations.

It is my job to make sure that spirit of innovation gets from the sheet of paper to the finished product. It is a job I have been born for. My background is business administration but my love is the sea and I have been lucky in being able to combine the two in many senior roles within the boating industry.

Business plans, product development, outsourcing, and managing our extensive networks of fantastic suppliers all come together in my job. That is one reason why one day you will find me poring over accounts, the next testing theories on computational fluid dynamics. I wouldn’t have it any other way!

#### **What is Silver Arrows Marine?**

It is not your traditional shipyard, that’s for certain. Our core team is small but our family of suppliers is huge.

These are our partners who make up our networks of excellence, looking after everything from design (with Mercedes-Benz Style) to final assembly (Baltic Yachts in Finland). In between are scores of companies and hundreds of people, the best in their respective industries, who work with us to design and develop Arrow460 innovations, from smart glass to unique door hinges to state-of-the-art hydraulic systems.

Working this way we always get the best and our horizons are truly unlimited. We have the freedom to achieve things other shipyards can’t, as one look at Arrow460-Granturismo with its strong automotive influences shows.

This page: The Arrow460-Granturismo.  
Insert: Jacopo Spadolini, CEO of Silver  
Arrows Marine





**How is the company set up and how big is your team?**

We have no vertical hierarchy like most companies, but instead rely on four key people and a horizontal structure that makes for excellent communication, free-thinking and fast decision-making.

The four people are our Chairman, Ron Gibbs, Chief of Engineering Andrea Venezian, Global Marketing and Communications Director, and myself as CEO.

Each of us manages part of the supplier network. There was space to name all the people in our network who have worked so hard with us to bring our vision to life.

**How does the company operate?**

As you can imagine for a company that relies so heavily on outside suppliers, our job is as much about managing as anything else. Thankfully

the four of us are experienced managers, and our supplier companies all share our innovative, can-do spirit, so working together is always a pleasure, even when we have faced big challenges together, as we have many times.

To ensure this remains the case we invest time and money so our partnerships can flourish in the long-term.

**What is your corporate philosophy?**

Silver Arrows Marine is not and will never be like other boat builders, and preserving this difference and the spirit of innovation that it enshrines is central to the company philosophy.

There are three famous quotations to which we turn to remind ourselves of this, each summing up what makes Arrow460 so unique. "The first quality of style is clarity" - Aristotle. "Imagination is the first source of human happiness" - Giacomo Leopardi. And, from many centuries

later: "Design is not just what it looks like and feels like. Design is how it works" - Steve Jobs. They form our mantra.

You created a yacht that is designed like a car, tell us about the difficulties you faced by introducing a new brand on the market.

Introducing a new brand is always a challenge, especially when that brand stands for so much that is different from what buyers are used to. We are working in a traditional marketplace and people can become unsure of the new and the different.

We can talk about the new design language, the open layout that's about square metres rather than the number of cabins, and about feelings of loft living, having lunch under a pergola or reclining on a terrace by the sea, but without experiencing these things first hand they are difficult to appreciate. So yes it has been a

challenge getting Arrow460 understood. Luckily we find that it doesn't take much to remedy this. All it takes is a first sight of the yacht, a first exploration and cruise, to completely "get" why Arrow460 is as it is. Then people are sold on it! It is for this reason we introduced our Granturismo Experience, allowing guests to get up close and personal for a full appreciation of its unique features and layout. With our yacht you really do have experience it to believe it.

**When a new customer comes to Silver Arrows Marine, what can they expect?**

The most important thing is that they will be the guests of Silver Arrows Marine and will be dealing directly with the key people in the team, not an external sales person. Indeed we view

our clients as part of our team and establish a partnership with them to ensure owning and using an Arrow460 is as enjoyable and hassle-free as commissioning one.

**How would you describe your market position now?**

Arrow460-Granturismo is unique. In its design, layout and features there is nothing else like it. With Mercedes-Benz we have built the most innovative, beautiful and functional 14 metre yacht in the world.

It is important this uniqueness is understood because there are many 14m motor yachts and many are excellent in their own ways. But none looks like ours, is built like ours or offers the innovative features that make life on board

Arrow460 so welcoming and pleasurable. And certainly none of the others is a Mercedes. In these things we haven't just created a new boat but a new market segment. And at the moment we are the only ones in it.

**What projects can we expect in the future?**

We have very exciting new model plans. I can't say too much yet but there are proposals for extending the Arrow460 range as well as a new bespoke programme offering more opportunities for personalisation.

Soon we will let you know more about our news. [www.silverarrowsmarine.com](http://www.silverarrowsmarine.com)



The Granturismo Experience allows guests to get up close and personal for a full appreciation of the yacht's unique features and layout.

# S-CLASS OF THE SEAS

How do you capture the elegance and innovation of a top-of-the-range Mercedes-Benz in a 14m motor yacht? That was the challenge facing Silver Arrows Marine. The result has exceeded everyone's expectations. Journalist Bob Murray delves into the inspiration and design of one of Mercedes-Benz's most evocative and exciting creations.



**Left:** The 14m Arrow460-Granturismo has the authentic Mercedes look, with lines that descend gently towards the stern.

### Mercedes-Benz Style

Who better to design an S-Class of the seas than Mercedes-Benz Style? It has already been responsible for helicopters and airline interiors so completing the three points of the brand's famous star (representing land, air and sea) with a yacht came as entirely natural. Surprisingly though this is the first time the marine and automotive worlds have sat down with a clean sheet of paper to design a motor yacht together.

"There have been car company-badged powerboats before and doubtless will be again, but there has never been a joint marine/automotive project like this," comments the marketing director.

Gorden Wagener, Daimler AG Vice President Design, says: "The yacht embodies Mercedes-Benz's progressive, dynamic design philosophy of sensual purity on water. In transferring our expertise to the marine industry we have created something never seen before."

What then are the key ingredients in making the boat so redolent of the car? The first thing is proportions. The Arrow460-Granturismo may not have a bonnet or a boot but its long foredeck, great flowing arch of cabin roof and short stern section mimic the same sleek proportions of the most elegant cars, such as the S-Class Coupé.



The cabin's windows reinforce this, especially the 'fast' angle of both car and boat 'windscreens', with slim pillars for maximum visibility, just as in a car. And like any luxury car the yacht's forward side windows open at the press of a button. There is even a panoramic glass roof, with Mercedes' Magic Sky Control to maintain comfort levels on hot days. This glass roof does something not even the S-Class can emulate: it rises up on hydraulics to create a 'pergola' effect in the cabin. Here's a 14m yacht where you can enjoy lunch with sea breezes or sleep under the stars.

'Feature lines' are an important part of a car manufacturer's design language. Feature, or beauty, lines in boats however are unheard of - until now. As part of the reinvention of motor yacht design language for Arrow460-Granturismo, car designer and naval architect worked together to achieve the authentic Mercedes look, with lines that descend gently towards the stern, just like the cars.

Interior automotive influences, some inspired by the Mercedes-Benz F800 concept car, bear the unmistakable stamp of Mercedes-Benz in areas such as ergonomics, comfort and intelligent functionality. Inside the open and clutter-free cabin, eucalyptus wood panelling, nubuck leather and mesh fabric create a modern luxury aesthetic unlike anything



### Modern Luxury

The perfect expression of modern luxury? Judge for yourself from the pictures, but remember, you really have to see it in the flesh to believe it. As people who have seen it, who have driven it and revelled in its power, comfort and handling ease, have invariably remarked: "This is a real Mercedes."

IT'S NOT A CAR  
THAT FLOATS  
OR A BOAT THAT LOOKS  
LIKE A CAR

During the Monaco Yacht Show in September 2012, naval architect Martin Francis pulled me aside to tell me about a yacht project he was working on for clients called Silver Arrows Marine. The details were a bit vague but he was obviously excited about it. Could he arrange a meeting for me with the company representatives?



Arrow460 is the first model from Silver Arrows Marine which was established to conceive and build luxury motor yachts that draw on the design inspiration, innovative spirit and quality processes of Mercedes-Benz.

I asked how big the boat was.

"Fourteen meters," he replied

I looked at him a bit quizzically. "Martin, you know that's too small for ShowBoats International [where I was Editorial Director at the time]. Our coverage is yachts of 24 meters and up. Why are you telling me about this project?"

"Because I really think you will want to know about it," said Francis. "It's not like anything you have seen before and the people are really serious and we are working with Mercedes-Benz designers."

I remained skeptical but Martin Francis is a world renown naval architect and one of the first sources I came to trust in the industry. So not putting much stock in it but giving him his due, I agreed to a meeting.

I was late and some unfamiliar faces were already in discussion and looking at renderings with my colleagues. The renderings were cool. I recall wishing the boat was bigger.

Interestingly enough, this group was beyond the 2D rendering stage. In fact, they had developed – as proper car designers do – a big clay model and documented it. When they pitched up at the Monaco Yacht Show, the concept, not unlike Botticelli's Birth of Venus, was fully formed.

It wasn't a totally new idea; other companies have paired up with automotive design groups to enter the boating market. Porsche Design, BMW Design Works, Lamborghini and

Pininfarina, to name a few. Lately a watchmaker has joined the fray. The boats look good but rarely perform— as if the team has forgotten Louis Sullivan's directive, "Form follows function." I was still skeptical.

Fast forward to December 2012. I happened to be visiting headquarters, Boat International Media's Wimbledon office, when the publisher grabbed me for a meeting with the principals of Silver Arrows Marine. The UK editor was out of the office. I needed to listen to their business plan and draft an editorial coverage proposal in 24 hours. And so began my immersion in the development of the most unusual yachting story I have ever experienced.

I can say with certainty, in my nearly 30 years writing about yachts, there has never been a company like Silver Arrows Marine or a project like the Silver Arrows 460 Grantourismo. The origin and development is so unusual that it defies a label and to watch the process has been like viewing a Möbius strip of cause and effect: It's hard to tell where one refinement phase stops and the next begins again and again. The complexity of the project laid waste to the original timeline of my editorial proposal – and to their build calendar as well. Never has something so small been designed, refined, scrutinized and re-refined so many times. In most industries, a new product moves as fast as possible to the Beta version, the bugs get ironed out and production begins. Ideas that

would delay the product's rollout or necessitate new tooling go into the bin or a folder for Version 2.0. Not this project. It came to be about perfection or nothing. But I'm getting ahead of the story.

### "Fourteen meter he replied"

In 2010, Mercedes-Benz created a division called Mercedes-Benz Style. In addition to their cars, the designers at Mercedes-Benz Style began developing designs for other things ranging from the transport industry, to furniture and lifestyle products to industrial design.

If you talk to the people at Mercedes-Benz Style, the nexus of what today exists as a jazzy 46-foot boat was a quest for inspiration and a challenge for the automotive giant's design teams. If you talk to Silver Arrows, the impetus was a search for an innovative marine product with outstanding design. How fortunate the two simultaneous causes merged into one.

In the marine industry, a yacht begins one of two ways. In one scenario, a boat-building company sees a niche opportunity and creates a business plan to fill it by designing a new product along the lines of the builder's DNA and a certain market price point. Designers, engineers and the construction team are tasked



**Marilyn Mower** (first on left) is a former competitive yachtswoman who has been writing about boats for 30 years. Marilyn combines her passion for sailing and the sea with a professional career that has included the roles of Editorial Director at ShowBoats International and, her current position, Editor-at-Large for Boat International Media, the global media authority in superyachting. When not writing Marilyn will be found out on the water, near her home in Florida or at any of the world's yachting centres.

with making it happen. It is a process with much input from salesmen and accountants and the design spiral generally works backwards from a requested delivery date often timed to an international boat show. This is typically how new production boats come to market, not unlike a new car model, but the hallmark is often the speed at which the new model can be brought to market because beating the competition is key to success.

In the world of custom yachts, however, the main driver is usually a potential owner who has an idea of the perfect yacht. He or she might start with a builder and they work up the plan together with the controlling factor generally the size of the owner's wallet. Sometimes the owner begins working with a designer or a naval architect first, adding experts to the team as necessary to build a specification and design package for the owner's perfect yacht. This specification is then shared with a selection of shipyards to obtain bids. The bids contain a price, a delivery schedule, and often times a lot of caveats about where the builder sees changes might be necessary to meld the concept of perfection into reality in keeping with the laws of physics. These yachts are one-offs; there is no comparison in the automotive world. Most large yachts are built this way, by hand, one at a time, although a few yacht builders offer a common platform

and mechanical package that can be put in any number of wrappings.

Neither of these scenarios apply to the 460Grantourismo.

In 2009, Gorden Wagener, Chief Design Officer at Executive of Mercedes-Benz Design searched for inspiration and creative stimulation for his design team. Mercedes has a number of design centers, but one of them happens to be just steps from Italy's Lake Como, a center of fast sailing dinghies and faster dayboats. What if Mercedes-Benz designed a boat? What would it look like? What indeed thought the team at the Interior Advanced Design Center. Rather than being dismissed out of hand, it struck a chord with Wagener for the fact that the tri-point star, created decades ago as the separate companies of Daimler and Benz joined, stood for excellence on land, sea and in the air. The company had accomplished the land part, and in 2011 Mercedes-Benz Style debuted an interior edition for Eurocopter EC145. But except for one charming boat now in the Mercedes-Benz Museum in Stuttgart, the sea part of the triumvirate has been lacking.

Not being boaters themselves, the designers at Lake Como thought, "Who knows someone who knows something about boats?" It was a question that could have led anywhere in the world of Italian water sports, but it didn't.

Connections are everything in business and a friend of a friend, so the story goes, led them to marketing director, an avid boater and marketing executive who had been a motorsports journalist and was immediately intrigued. They began exploring options: lengths, speeds, features and appearance were all on the table. Soon the group expanded to include the necessary business and financial minds. Consulting engineers and boat-building experts gave advice and direction as they explored the niche for an ultra-exclusive, cutting-edge Mediterranean style cruiser. With CEO Jacopo Spadolini and Chairman Ron Gibbs, they formed Silver Arrows Marine to build it. Tommaso Spadolini and Francis created the basic concepts and hull. The assumption was that Mercedes-Benz Style would create the wrapping. But, in defining and detailing the boat for that niche market, the product and the process took the concept to a different level, one that the principals could not have dared to dream of at the time.

They began with the premise for a unique boat for a day on the water or coastwise cruising in the Mediterranean or other semi-enclosed waters such as the Red or Black Seas or the gulfs of the Middle East. It was to be a boat along the lines of a gentleman's cruiser – a sporty gentleman who likes performance – but a gentleman nonetheless rather than a rakish

rogue or the thrill seekers who make their presence known roaring by in their Cigarette-style super boats, or with the deep thunder of their Pershings, Leopards or Mangustas.

Of course, this is not to say they were interested in a Thames cruiser or a canal boat either. A yacht owner recently commented to me, "a person who knows no history does not have a future." Francis, the two Spadolinis and later naval architect Perry van Oossanen, project manager Andrea Venezian and builder Group Carboman brought a lot of boating history to the table and this is what sets the 460 apart. It's more than a pretty face. It is seriously designed around a genuine boating function, and that has made the difference.

The ancestors of the 460Grantourismo can be seen in a Venetian water taxi, an Admiral's barge and in the uniquely American boat called a "Commuter" built to take the barons of Wall Street and Park Avenue out of the sweltering city in summer and up to their cottages on the Hudson River or out Long Island Sound to Newport. Commuters were luxury conveyances for a gentleman or two, their stewards, a captain and an engineer. They read their newspapers, ate their breakfast, drank their coffee and put on their starched collars and suit coats on the way to the docks at the tip of Manhattan. At night they made the reverse trip with a whiskey and a cigar. Inside, there was enough room for a sitting area, a daybed, a galley and a toilet. The engines demanded plenty of the space. Some had an enclosed wheelhouse, others were more like the water taxi or a handsome cab where the driver worked in all elements. As captains of industry or banker barons were want to do, they sought ways to distinguish their boats, some by speed, some by size and some by style. The decades from the turn of

the 20th century until WWII created some of the most fantastic purpose-built boats the water has ever known.

After the war, repatriation and rebuilding, consumerism became all about mass production and generic products with broad appeal. Fiberglass made the transition to bland easy.

Aside from the cabin cruisers, sport boats, that broad category of fast open vessels for recreation rather than working, living aboard or long distance cruising, got bigger to provide the guests with respite from sun or weather, then bigger again to add luxury features and even bigger to have terraces in contact with the water and bigger still to add the luxury of crew. They became sport yachts. Currently its not uncommon to see sport yachts to 100 or 135 feet, a flybridge is added to provide opportunity for open air living while the interior hosts up to four cabins and as many heads, plus crew quarters. Not that that is a bad thing! A lot of people like that sort of boat and that translates to jobs in the building trades and work for writers like me. When they outgrow their sport yachts, they turn to displacement superyachts, which is OK with me, too, as I specialize in complex yachts.

But what happened to the gentleman, or gentle lady who wanted to relax and have fun on a boat without an entourage, on a stylish boat that encourages spontaneity, offers contact with the sea, offers a way to get out of the sun or bad weather and has all the luxuries, including that of not having to carry a bunch of people around to operate it, getting in the way of the privacy, relaxation and spontaneity they sought? This is a lifestyle I embrace. I know what happened to these customers, they were

forgotten, left behind by those chasing the myth that bigger is better.

That is who the Silver Arrows people were designing a boat for and Mercedes-Benz Style got that. Talk about a niche!

How Silver Arrows Marine went about creating its boat and staying true to the mission is, as I said before, unusual. While the core company has remained unchanged since Day One, they have pulled in top people for specific tasks rather than fill the ranks with a cadre of generalists or having more people working on a topic or an issue than necessary. That hasn't always been easy on egos, but it put the project first, perhaps at the expense of the bottom line, but this is the path they chose. Few things are as they were originally conceived, except, perhaps the now perfected "Beauty Line," a subtle turn of the hull shape that only a car designer could have imagined, but everything has been optimized and I've been fascinated by the discussion of such details as a hinge or how the digital readouts on the instrument panel should look. Most builders would open a catalogue and pick what fits.

The relationship between Silver Arrows Marine and Mercedes-Benz could be the topic of an MBA thesis and as much as I know about it, I still wonder how it works. Mercedes-Benz Style is more like a partner than a vendor, sometimes driving the bus. But it's not a partnership in the financial sense nor in the construction — there is not a Mercedes-Benz engine in the boat because the company doesn't build one of the required size, weight and horsepower that could be marinized. Actually, another European car company makes a marinized engine that would work, but that didn't fly with Mercedes-Benz. That and other decisions indicate it is not a traditional vendor relationship because Mercedes-Benz Style has been able to modify the particulars and the bits and pieces, even tiny details, far beyond the so-called "Design Freeze," of about 2 years ago at which time everything was supposed to be cast in stone. Mercedes dealerships will promote the boat.

The car company seems to grow more fascinated with the project tweak by tweak and has learned a great deal about that end of the three-pointed star. I know this because Steffen Köhl, director of Advanced Exterior Design, has joined me as a judge for the ShowBoats Design Awards for three years running. Köhl has been on the sub-committee analyzing tender entries — superyacht tenders have a lot in common with the 460 Grantourismo in terms of size, performance and luxury features. He brought a lot to our discussions of design and luxury and I like to think we helped him, and by extension his team, know more about the yachting lifestyle. Listening to a German guy discuss the concept of "sensual purity" while a couple of Italians and a pair of Englishmen, one

of whom lives in France, try to interpret it all for a marine journalist has been at times amusing. The naval architecture and mechanical systems discussions and the infused hull construction, which I was able to witness, have been fascinating. Ditto my time spent in Como with the Advanced Interior Design team. I instantly understood they were coming from a different perspective than interior decorators or designers, even architects. They are driven by ergonomics and human response to stimuli; they approach materials with a "show-me-what-you-can-do-for-me," attitude. They are trained to create an entire statement environment in a couple of square meters — you can imagine they were having a field day with something the size of a boat interior! Never having designed a boat before, they started with a clean sheet of paper instead of a furniture catalogue and fabric samples. Their questions were pragmatic beginning with what do you want the interior to do rather than how do you want it to look. They knew they would style it, but first they had to get the function right. Better questions lead to better answers.

"In car design, we think about what is facing the customer. With this project, the designer has had to relate to the customers and the engineers at the same time. Yes, there were arguments and struggles for the physical elevation." Michele Jauch Paganetti, studio manager of the Mercedes-Benz Advanced Design Studio in Como, explained, "We wanted [the passengers] to be protected from the elements but not feel enclosed. The silver body is minimal and yet confident. In contrast, the interior is warm with voluptuous shapes. The interior reflects what we express in our latest show cars: emotion, comfort, lightness, an exclusive use of woods and high tech materials." This is definitely not "boat speak."

I suppose its not that big a step from designing disappearing cup holders and morphing armrests to creating a table that assumes two positions and also turns into a bed, or a galley that doesn't infringe on a salon, or a bathroom that doubles as a changing room or a window that turns into an awning creating standing headroom where there was none oh, but I'm kidding! Of course it's a big step and everyone played a role. Francis showed me a sketch where, to get fresh air into the boat, they had revisited the Gull Wing doors of the cars. Well it looked cool but it certainly wouldn't work at 30 knots! What works is a flat panel of glass that rolls down, ah, but that isn't stylish. What they worked out, and pushed suppliers to invent if the solution didn't exist, is quite lovely. It looks so simple yet it is so unique. And that's pretty much the entire program.

It's not a car that floats or a boat that looks like a car. My take of the design is that the boat is neither retro nor is it something out of science fiction (two areas where some small



boat designers now seem to be fixed at the moment). By exhausting the possibilities, adding and discarding ideas, the process has come up with a vessel that is less an object and more a lifestyle. It isn't a thing to acquire to just check the box; rather the vessel is part of the lifestyle of a secure, extremely selective connoisseur who wants things that work the way a fine car or a fine watch does and something that is created by people who understand the lifestyle rather than just guess at it.

From the full-scale hull mockup built and tested in Turkey to the prototype Hull No. 1 built at one of the world's top composite boat specialists in Switzerland, its been a non-stop exercise in the exploration of "would it be better if..." The entire boat has been rendered in 3D, for example. "Really," I said to Andrea Venezian. "It's only 46 feet long! You ought to be able to see a piece of conduit or a pipe from one end to the other on a boat that size." But that is what has come from the alliance with Mercedes-Benz, nothing is being "eyeballed." Everything has precision and precision takes time. From the boat building perspective, it's maddening. Superyachts of 80 or 90 meters get built in the time than I've been watching this project. I was sure I would have filed my last story on it more than a year ago. Funny thing, Köhl and Wagener look at me curiously when I remark about the long time from concept to delivery. Five years, it seems is the standard in the car industry for a new model to go from paper to production.

It was springtime on the Côte d' Azure. Mercedes-Benz had invited top tier automotive journalists and a smattering of writers of luxury lifestyle to see its newest convertibles, the

S-Class 500 Cabriolet and the sport models, S63 and S65 AMG. It was the perfect setting to also debut the sporty Silver Arrow 460 Grantourismo — open cars, open boat, amazing lines, amazing performance. Did they get it? Did they connect the dots that Silver Arrows was the name Mercedes gave to its racing cars in the '20s and '30s? Did they get that the car was painted the most stunning silver, that it had small glass windcreens in front of the driver and passenger?

As the only marine journalist invited, I wondered if they understood that the slideout swim platform was a real engineering feat at least equal to that of the 7-piston S-Class convertible top mechanism? I hope so, but then I am prejudiced, this is my world, not theirs. I think it is superior to runway models, celebrity A-listers, Birkin bags and zero-to-60 stats. In September 2012 I wouldn't have bet that the fellows Martin Francis introduced me to would have delivered a boat anything like this and I wouldn't have bet it would say "Mercedes" on the transom when it appeared at the 2016 Monaco Yacht Show. I would have lost.



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