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Mercedes-Benz Style "Art Yacht" To Make Its U.S. Debut At Art Basel Miami Beach



Credit Silver Arrows Marine

With its innovative look, striking lines, and impeccable design pedigree, it's easy to mistake [Silver Arrows Marine's new Mercedes-Benz Style-designed motor yacht](#) for a powerful piece of modern art. And now that the company's new yacht will be introduced at the [My Yacht Miami luxury brand showcase](#), and be part of the [Art Basel Miami Beach contemporary art fair](#), that might not be such a mistake after all.



Credit Silver Arrows Marine

According to advanced reports, members of Silver Arrows Marine leadership team will not only be introducing the yacht to the US for the first time, they will also be announcing an innovative concept they've devised to take invited guests on a "Granturismo Experience." That means lucky guests will be get up close and personal with select Mercedes-Benz automobiles on land and then be able to ride aboard aptly-named *Mercedes*, the first Silver Arrows Marine motor yacht, on the ocean.



Credit Silver Arrows Marine

Silver Arrows Marine is being represented in Miami by Chairman Ron Gibbs and Chief Executive Officer Jacopo Spadolini. “It’s great to be in the US after our successful launch at the Monaco Yacht Show in September,” says Spadolini.



Credit Silver Arrows Marine

“And, The My Yacht events provide the perfect opportunity for us to explain all that is new and innovative about our uniquely designed yacht. We look forward to welcoming guests from the US aboard our first yacht when the Granturismo Experience days start next year in Monte Carlo.”

When he’s not sailing or pushing a baby stroller all over New England, Bill Springer covers superyachts, offshore adventure, and luxury travel. Follow him on [Twitter](#) or [LinkedIn](#).