

An Aura of technical excellence

Contest is building a comprehensive network of service points in the Mediterranean designed to support owners throughout the region. One of the key players behind this unique arrangement is Aura Yachting in Bodrum, Turkey. In addition to its activities in brokerage and chartering, the company's British owners operate an impressive Technical Services Department.

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Founded as a one-yacht charter operation a decade ago, Simon and Merina Phillips rapidly found themselves running a fleet from their premises in one of Turkey's most attractive marinas, Palmarina Bodrum. "Being involved in charter, we naturally found ourselves working on the technical side of things and began to branch out into providing services in this area six years ago," says Simon. "Today we provide technical services, maintenance and yacht management of the highest standard to individual owners."

Core values

Simon attributes the growth and success of Aura Yachting to a set of fundamental values that the company holds dear. "These revolve around a focus on quality, punctuality and integrity, combined with a pleasant attitude and a fair price. Ultimately, it's all about building a good team that can serve our clients, who rely on us to have done our work well once they set out to sea."

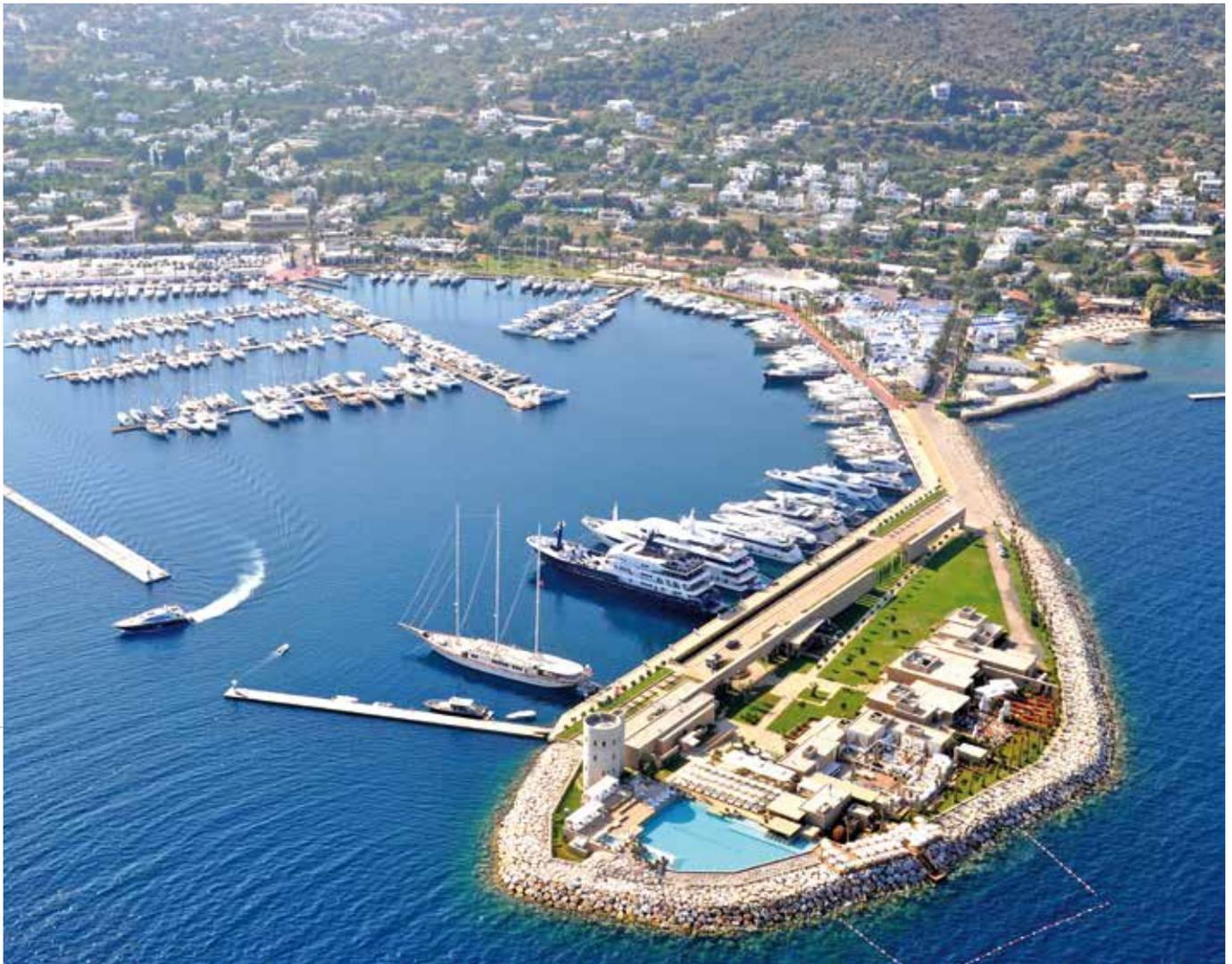
The relationship with Contest Yachts began three years ago when a new

Contest 62CS was placed under the auspices of the Aura management & yacht care programme. "Like almost all our clients, the owner came to us by recommendation," explains Simon. "In fact, we spend little effort and cost on marketing, allowing word-of-mouth to direct the rate of growth of our business."

Worldwide support

The relationship between Contest and Aura quickly grew as it became clear that the two companies shared a similar style with respect to quality and customer care. Simon was also pleased to be associated with a top brand name and last year he and Arjen Conijn, MD of Contest Yachts, agreed to take the idea of a worldwide service network further.

"This involves a two-tier system. If someone has a problem in our part of the Mediterranean we can reach them easily and use our extensive



contacts in Turkey to solve the matter. The second tier is the service points for long or short term mooring where we can carry out servicing requirements. The underlying idea was to take an already established post-sales support and service for Contest yachts to the next level that would be above and beyond anything offered by the competition. As a result, we now represent a number of the key brands of equipment that Contest uses.”

East Med Palmarina Contest Cup 2013

Simon sees enormous opportunities for the yachting sector in Turkey, which is currently among the world’s fastest growing economies. “We are working closely with the Turkish dealer for Contest, HNF Yachting, and in the coming year we will host the inaugural Eastern Mediterranean version of the Contest Cup. This will be hosted from our base on the



Bodrum Peninsula and be a splendid three-day event from 7 to 9 June. The regatta will be sponsored by the Palmarina-Bodrum and is sure to be great fun.”

To encourage as many Contest owners as possible to join, Aura will open up its facilities prior to the event for service & health checks, and the marina will be offering discounts on a wide range of services. Add in the fantastic location along with the unique aspects of every Contest Cup gathering and you have an irresistible

combination. Make your plans now for a trip to Turkey next June! Palmarina will be offering discounts for their services to Contest yacht owners and Aura will be on hand for pre-event service and health check.

