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J Craft chooses Abu Dhabi yacht show to launch the unique Torpedo sports cruiser in the UAE

Swedish boat design and manufacturing company J Craft Boats is proud to announce that it will officially launch the 12.5M Torpedo in the UAE, at YAS Marina on the 25th February 2010.



The launch of the Torpedo in the Middle East sees the dawning of a new era for J Craft, who expect their boats, which feature classical designs from a bygone era, with the latest in technology and bespoke options to be as popular here as they have been on the shores of St Tropez.

The 12.63m J Craft Torpedo has a sprint speed of 44 knots and is powered by two Volvo Penta IPS 500 engines and transmission system which allows incredible manoeuvring sideways and through 360 degrees using a joystick. It is designed and constructed by J Craft and can sleep four passengers and one crewmember. In the words of Global Brand Ambassador, Johan Attvik, 'The J Craft Torpedo is much more than just a motor yacht - it's a statement of personality and lifestyle. It's an ideal yacht for the most discerning and demanding clientele.'

The J Craft Torpedo has been designed and developed to the highest and most complete level of engineering with uncompromising workmanship throughout. It has been created using the J Craft principles of beauty and elegance, using state-of-the-art technology while retaining a

stunning, classic design.

Every J Craft Torpedo exudes extravagance with features such as silver cutlery designed by Prince Carl Philip of Sweden and a Nardi hand-carved steering wheel as seen on another design classic, the Ferrari 250 GTO. The thoughtfully individual details, as well as bespoke options means J Craft are creating a boating experience unlike any other.

The evolution of J Craft Torpedo has been a meticulous job. Only the finest materials and suppliers have been used, from the ethically sourced rainforest-free wood on the hull to the custom-tuned Volvo engines.

'The Torpedo pushes the limits of classic boat building. The workmanship is completely uncompromising; every single detail on the boat is second to none. We like to think of ourselves as the Rolls Royce of the seas,' said Johan Hallén, Chief Technical Officer at J Craft Boats.

Notes and Media Contacts

About the company:

J Craft is a relatively new company, founded in 1998 by Björn Jansson, whose vision was to take the influence of the rich heritage of Swedish boat building, with its high quality and intricate craftsmanship, and bring it into modern times. J Craft is famed for its designs, which have been inspired by glamorous bygone times, and the modern techniques used to craft its striking vessels.

The first boat manufactured by J Craft, the Cabrio Cruiser, left the shipyard in 2000 and was delivered to the King of Sweden, who still uses it today. In the past nine years seven of the exclusive Cabrio Cruisers have been constructed for discerning customers.

J Craft's determination to take classic boating to new standards has put them on the forefront of yacht building, and builds on the long and storied Swedish legacy of maritime innovation. The J Craft headquarters is located in Stockholm with an ever-expanding International dealer and after sales network.

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