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SPRING/SUMMER 2012

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50

ISLANDS FOR
SALE OR RENT

SPECIAL EDITION

GUEST EDITOR: RICHARD BRANSON

GEORGIAN BAY, ONTARIO

STARTING FROM US\$ 330,000

6 BAHAMIAN CAYS

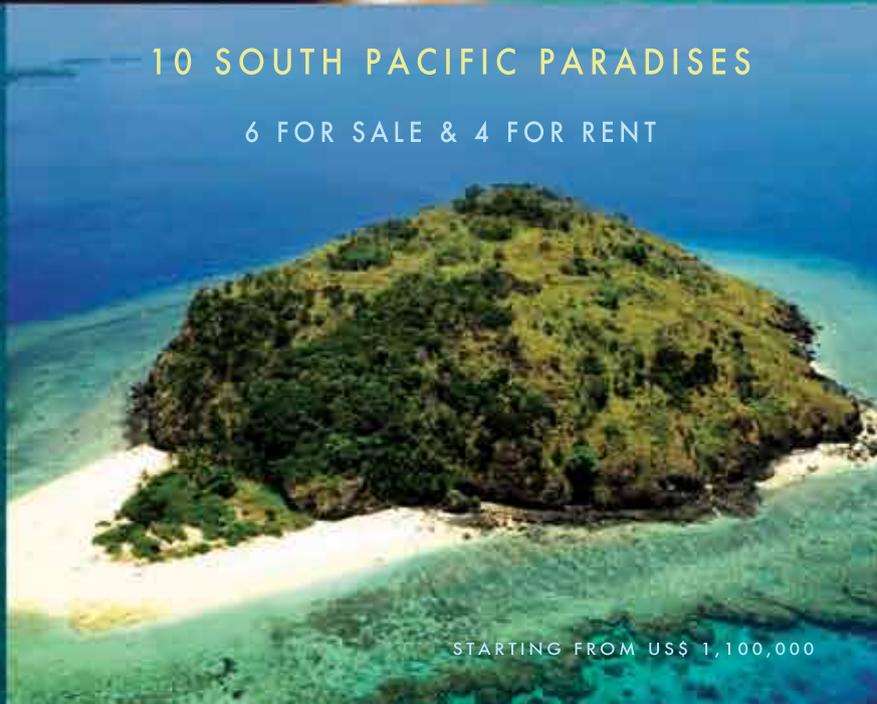
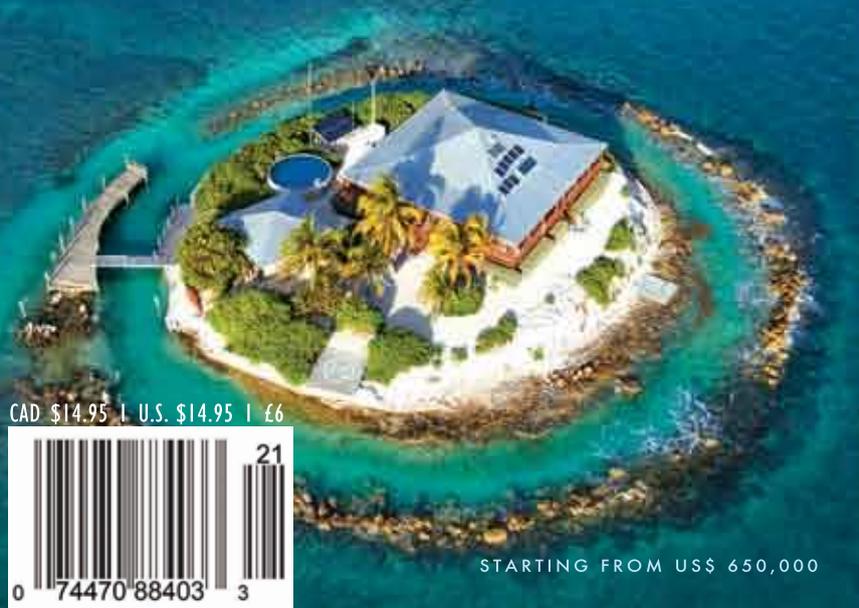
STARTING FROM US\$ 4,500,000

ANGSANA IHURU
(COVER)

9 TURNKEY AMERICAN ISLANDS

10 SOUTH PACIFIC PARADISES

6 FOR SALE & 4 FOR RENT



CAD \$14.95 | U.S. \$14.95 | £6

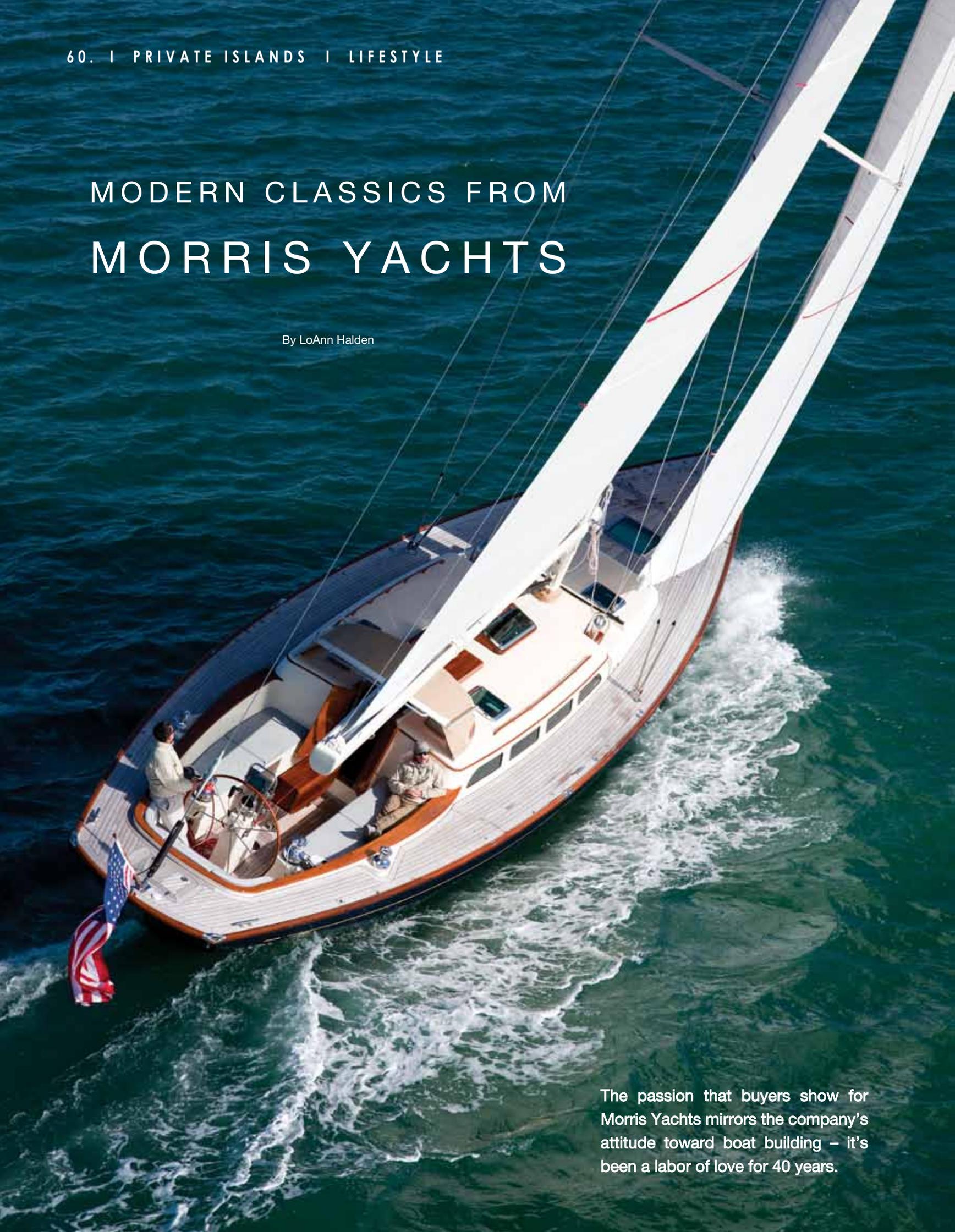


STARTING FROM US\$ 650,000

STARTING FROM US\$ 1,100,000

MODERN CLASSICS FROM MORRIS YACHTS

By LoAnn Halden



The passion that buyers show for Morris Yachts mirrors the company's attitude toward boat building – it's been a labor of love for 40 years.



On a recent sun-drenched spring day, as a steady breeze ruffled the waters of Miami's Biscayne Bay, a trio of Morris Yachts engaged in the two things that have earned the company its renowned reputation for quality: taking passengers out for a stress-free sail and turning the heads of envious marina patrons. With their hand-crafted elegance and clean lines, these Maine-built stunners are part of the Morris Yachts M-Series, which ranges from 29 to 52 feet.

"This is our interpretation of classic yachting," says Morris Yachts CEO Doug Metchick, who traveled to South Florida to showcase the successful series. "It has all the styling of a very North American – even New England-centric – classic boat, but with modern innovation in design, production and performance. Morris is a welcoming brand for people who are not necessarily hardcore sailors, but love the lifestyle." Launched with the M36 in 2004, the series of mid-size showpieces now includes the M29, M42 and M52. As the size increases, its use expands from the perfect daysailer to a comfortable weekender to a 52-foot vessel capable of carrying three couples "across the pond," Metchick says.

The Morris signature is as evident in what you don't see as in what you do. A hidden deck keeps the main deck free of ropes; an electric wench raises and lowers sails at the press of a button; moveable tables accommodate socializing needs. Even the storage bins have a smooth line thanks to a locking system that eliminates the need for bulky hasps

that jut out in a potentially leg-gouging way. "We've cleaned up the clutter and chaos and taken the intimidation out of sailing," Metchick says. "They're very easily sailed with one person and they're very easily sailed with four, six, or eight. With many boats, you have [so much to organize] that in a 12-hour day, you're only sailing maybe two to three hours. With Morris, you spend most of your time sailing. It's easy to manage."

M-Series designs are semi-custom, allowing for ample owner collaboration. Hull forms and deck molds are always in production, but keel configurations (i.e. deep vs. shallow) and interior layouts are held for buyer input. Any paint color is an option. Some owners prefer mahogany decking, others lower-maintenance fiberglass. Some want interior doors closing off the V-berth, others choose an open plan. "Our owners are very discerning and know what they want. Some of our best innovations come because of the owners' involvement," says Metchick, adding that production can take 11 weeks to 11 months, but that they shoot for 12-24 weeks on the most popular models, depending on the customization desired by the owner. "It's like building a house. There are no two boats that are truly alike."

The passion that buyers show for Morris Yachts mirrors the company's attitude toward boat building – it's been a labor of love for 40 years. In 1972, the company's late founder, sailing aficionado Tom Morris, decided that desk jobs weren't a good fit and instead, he was going to



build boats in Maine. “He was a guy who wanted to see results at the end of his daily toil,” says Tom’s son Cuyler Morris, who joined the company in 1995 and became president in 2008. “He looked into boat builders’ shops and found someone who liked doing hulls and decks, but not the finicky bits. Dad saw an opportunity and said, ‘I’ll finish the boats for you.’ He didn’t have a lot of background, but he pulled it off. He found the right team.”

Morris Yachts quickly established its name with quality blue-water boats. The Ocean Series, which started production in 1988, was built with circumnavigation in mind. “We’re always looking at how sailing is changing. What originated with smaller, ocean-going, very stable designs, evolved into being in front to embrace performance cruisers and to identifying appreciation for nostalgia and closer to home sailing for our busy lifestyles – which resulted in the M-Series,” Metchick says. More than 100 M-Series boats have been sold to date, with their market growing outside North America. “Now we’re looking at our next move,” he says.

Even as the company hatches plans for its future designs, there are some things that never change: “The quality and the design and all of the energy that goes into a Morris creation is the same today as it was 40 years ago,” Morris says. “We’re always in pursuit of perfection.”

Visit www.morrisyachts.com

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Morris M-Series *M*₄₂



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