



Yacht Carbon Offset

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Latitude introduces Yacht Carbon Offset

M.Y. *Latitude*, the 52.5m Benetti superyacht, has introduced a policy of carbon offsetting her fuel. This further strengthens *Latitude's* environmental management policies, as she looks after a succession of charter clients in her busy schedule. Yacht Carbon Offset, the Lloyds Register Quality Assurance Certified specialists, counterbalances the carbon footprint of *Latitude's* engines with equivalent emissions reductions from verified green energy projects.

Paul Bickley, *Latitude's* Captain commented: *"Delivering excellent service to our guests often includes the assurance that the highest standards are in place – including taking all practical steps to operate in an environmentally sensitive manner. Carbon offsetting is therefore a natural progression for Latitude and I'm sure will be welcomed by all on board."*

Yacht Carbon Offset's Managing Director Mark Robinson said: *"We are delighted that Latitude is the latest major superyacht to include Yacht Carbon Offset as standard practice on board. The decision brings further evidence that a growing number of high profile charter clients, and leading yacht owners, wish to take practical steps to address their greenhouse gas impact. We thank Latitude and all on board for their support"*

Yacht Carbon Offset provides a specialist service for those that own and enjoy the world's leading superyachts. For details and to take action to balance your yacht's greenhouse gas emissions, visit www.yachtcarbonoffset.com

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Notes for editors:

Motor Yacht Latitude

Motor yacht *Latitude*, (formerly *Latinou*) was launched in April 2008. Designed by Stefano Nautucci and built by Benetti, the graceful 52.5m yacht offers the finest in engineering and interior design. The Art Deco theme evokes the glorious ocean liners of the 1920s and 30s, re-interpreted by the freshness of the most up to date technology including a futuristic elevator serving the five decks.

Latitude featured at the recent MYBA Genoa Charter Show where she was presented by Central Agents Fraser Yachts, www.fraseryachts.com.

Further details can be found on Latitude's website: www.my-latitude.net.

Yacht Carbon Offset

Yacht Carbon Offset provides a clear, auditable way to balance out the "carbon footprint" of a vessel's engines and generators. Tonne for tonne, the yacht's emissions are offset by equivalent greenhouse gas reductions from projects such as renewable power. Each project depends on the carbon funding, and Yacht Carbon Offset has Lloyds Register Quality Assurance Certification, so Clients know that their action makes a real impact on net emissions.

The "pay as you go" service is calculated from the fuel quantities specified, whether a single delivery passage or for the whole season's cruising. There's no onboard equipment and there is no long term obligation for the yacht or ship.

Carbon Offsetting is of potential interest to owners or charterers wishing to take practical steps to minimise environmental impact, and also may be welcomed by prominent individuals or businesses that carefully position their "brand". It is particularly relevant when cruising in environmentally sensitive areas.

Further details are available on www.yachtcarbonoffset.com