

PRESS RELEASE

Greifswald, 5 January 2024

HanseYachts Sets Forth Innovation Strategy for Focus Brands

In 2024, HanseYachts will continue its strategy to secure and gain market share with innovation and new models of the company's focus sailing and motor yacht brands, Hanse and Fjord. "It is the new models that account for the majority of our sales. Thus, after having presented five new sailing yachts and power boats in 2023, which have pushed the demand for our products, we will launch further spectacular new yachts of our core brands Hanse and Fjord in 2024", says Hanjo Runde, CEO of HanseYachts AG.

"After two new models last year, this year, we will expand our well-received and award-winning current Hanse range with two more new models below 40 and above 55 feet. And for our iconic and segment-defining Fjord walkaround yachts, which came with three new models in 2023 alone, our engineers and power boat specialists are working on a revamp with an entirely new model above 45 feet, which will redefine this class of powerboats once again," adds HanseYachts COO Stefan Zimmermann.

Besides new models, HanseYachts is developing solutions to reduce the environmental footprint of boating. After having launched the Hanse 410 as the first serial yacht offering an electrical propulsion system which allows for an enormous reach of up to 55 nautical miles, where feasible, further new models will offer comparable electric drives as well. In its endeavour to be able to offer environmentally friendly drive systems, HanseYachts attaches great importance to technological openness. As part of a large-scale project to explore the feasibility of utilising ammonia as a hydrogen carrier for fuel cell drives, HanseYachts is collaborating with several partners from science and industry. Currently, a yacht is being equipped for gathering first practical experience with this technology in a leisure boat.

In 2023, HanseYachts has introduced numerous new sailing and motor yachts. In addition to the bestselling Fjord 41 XL, the company launched the new Fjord 41 XP with powerful V12 outboard engines, specially tailored to the North American market. It was followed by the Fjord 39 as an XL with inboards, and as an XP with powerful outboard engines. The Hanse 410 has complemented the successful new model series from the collaboration with Berret-Racoupeau. As the group's latest novelty, the Moody Decksaloon 48, was presented to the public and will celebrate its world premiere at *boot* Düsseldorf.

Media contact: Boris Heitmann, Communications & Investor Relations
bheitmann@hanseyachtsag.com, +49 (175) 9346672

Seite . page: 1/1

HanseYachts AG
Hausanschrift:
Postanschrift:
Tel, Fax:
Amtsgericht:
Vorstand:
Aufsichtsratsvorsitzender:

Ladebower Chaussee 11 . 17493 Greifswald
Postfach 3165 . 17461 Greifswald
Tel +49 3834 5792-200 . Fax +49 3834 5792-810
Stralsund HRB 7035
Hanjo Runde, Stefan Zimmermann
Gert Purkert

www.hanseyachtsag.com