



## **Press Release No. 1 / Hanse 540e**

### **The new Hanse 540e: a supermodel among the Hanse Yachts – unmistakably beautiful, and not a single gram overweight.**

**Greifswald/ Germany, 20th October 2006.** HanseYachts likes to compare the new Hanse 540e with Albert Einstein's long sought-after world formula – the minimum provides the maximum. Einstein never managed to find it – unlike HanseYachts, at least when it comes to yacht construction. For the new Hanse 540e combines uncompromising luxury with superb sailing characteristics to create a fast boat which is captivating in its beauty.

#### **Perfect and easy to sail.**

The Hanse 540e is more than just a feast for the eyes – it's also a delight to sail. Clean decks with plenty of room contribute to the ease of handling. A self-tacking jib, the fully battened main sail and an effective one-line reefing system each play a role in providing the ideal sailing characteristics shared by all Hanse yachts. The Hanse 540e also demonstrates Hanse's policy of consistently integrating innovations from competition into the construction of its yachts: the major propulsion comes from the main sail, and the high-quality fittings and materials are located just where the sailor needs them to be. The keel, which is constructed from iron and lead, provides a deep ballast center of gravity and thus ensures a high level of stability. Even with a yacht of this size, manoeuvring in all weather conditions is child's play. The dinghy garage in the stern is another unusual feature on this class of boat. And the anchor system, completely integrated into the forward deck, makes easy work of anchoring – at the touch of a button.

#### **High-quality materials and top-class craftsmanship.**

Hanse yachts have an above-average resale value. One reason for this is that Hanse selects the best materials and insists on the highest standard of craftsmanship. A feature which the competition offers only as a special manufacturing option is standard equipment on the Hanse 540e: the hull consists of an epoxy sandwich construction produced in a vacuum curing process!

#### **The interior: spacious, comfortable and bright.**

Both on and below deck there is an atmosphere of luxury. The Hanse 540e provides significantly above average living room and comfort. The Individual Cabin Concept gives the (future) owner the freedom to create an individual furnishing style by combining a selection of modules which complement each other perfectly in form and function. More than 70 possible furnishing options are available. Hatches flush with the deck and a light-band below the salon roof, along with a black reflective window in the stern, have the effect of bringing a generous amount of light below deck. And it's not just the interior furnishings which can be individually defined. The entire boat can be configured to suit personal taste – by computer, from home – thanks to the unique Yacht Configurator on the HanseYachts website.

#### **Safety and Design – the Hanse concept takes off.**

HanseYachts builds beautiful yachts. The design concept is provided by Bremerhaven-based judel / vrolijk & co, whose designer, Rolf Vrolijk, is internationally renowned as the lead designer for the Spanish Royal Yacht and the America's Cup winner "Alinghi". And, as if proof were required that the Hanse 540e is as secure as the other yachts in the Hanse range, Germanischer Lloyd has awarded the boat its Yacht Plus Certificate. All Hanse yachts are built, checked and certified in accordance with the GL's construction and safety standards.

## HanseYachts Corporate Profile

The tradition of boat building in Greifswald stretches back to 1361, and HanseYachts has continued the tradition since 1993. The first yacht presented by the head of the boatyard Michael Schmidt was the now-legendary Hanse 291, which was at the time offered at the special price of 44,444 Deutsch Marks. Since then, under the motto "Evolution not Revolution", the steadily growing company has developed fast yachts in cooperation with the design office judel / vrolijk & co which, by its own estimation, actually belong on the catwalk but which guarantee safe travel and successful regattas. Employing high-grade materials, HanseYachts produces classically beautiful boats with luxurious interiors which nevertheless serve one purpose: the pure joy of sailing.

### Specification Hanse 540e:

Length:	16,08 m/ 52'10"
Beam:	4,91 m/ 16'1"
Draft:	2,80 m/ 9'2" (standard) 2,43 m/ 8' (option) 1,95 m/ 6'5" (option)
Displacement:	approx. 18,7 t/ 41,226 lb
Total sail area:	approx. 155,00 m <sup>2</sup> / 1,668 sq ft
Design:	judel / vrolijk & co
Base price ex boatyard:	299.000,- € excl. VAT

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