



Press release 2007/ 01

New internet marina for Hanse yachts.

Greifswald, 04 January 2007. One more reason for interested persons, journalists and all fans of the beautiful but fast yachts from Greifswald to once again surf by HanseYachts on the Internet. The new Hanse website is up and working. It offers all visitors even more service and even better information about new modern design.

Dreamy perspectives in many languages.

Up to this point in time, the website of HanseYachts was one of the most modern and innovative in the industry. With Hanse's new website, this is even more the case. Visitors to the HanseYacht website can select from five languages in order to receive information about the company and its exceptional yachts and to use the diverse services offered. The language offerings in German, English, French, Italian and Spanish emphasise Hanse's interest in individually appealing to its international customers.

On the homepage, the user is immediately informed of any current topics and information which are directly accessible to him by clicking on the relevant sub-menus without being required to search. The central theme of the web presence is again the introduction of each Hanse yacht which can be individually constructed with the unique yacht configurator. The future owner can select partly from 70 interior design-combinations and create his dream yacht as desired by merely clicking the mouse.

The website's individual features have thus been substantially expanded and are more service-oriented and more well-organised. Thus, the visitor can now look at the current yacht models from 360-degree perspectives in an even more realistic view.

More customer service and safety.

An exclusive Hanse yacht is the one advantage, perfect customer service is the other. HanseYachts places the greatest of importance upon both. This is also visible by looking at the new website: Customer service is the highest priority. Thus, the safety certifications of the Hanse yachts have been given their own special category by "Germanischer Lloyd" because the boats' quality and safety are based upon adherence to high standards which are reflected through the new "GL Yacht Plus" certificate. The owners benefit from the quality optimisation of their Hanse yacht and enjoy a higher resale value. Another great side-effect for Hanse owners are likewise the attractive conditions they receive from international yacht insurance broker Pantaenius. The new website contains detailed information about this.

The Hanse experience world in a new design.

Every year, HanseYachts expands its range of models and the variety of each yacht. Thus, the website can't lag behind. Therefore, it is being presented in a new and more modern design which also supports the experience character of HanseYachts. By clicking a mouse customers can enter their boat type and find out at which trade fair their Hanse can be seen. Current trade fairs are naturally included in the service, but also events such as the "Hanse Cup", the regatta around the german island of Rügen, which is taking place for the 10th time in 2007, at which each Hanse yacht owner – or charterer – is invited to take part.

Selected impressions awaken emotions regarding the beautiful Hanse yachts which the user can also download as a screensaver or as a calendar upon his desktop.

With HanseYachts, you are well-informed.

Navigating the Hanse website is fun and informative. The users learn a lot about HanseYachts, its history, its people and its products in this well-structured menu. Comprehensive downloads offer valuable knowledge about boat testing and specifications. The Hanse web site also makes it possible to search for dealers. Via an interactive map, the interested person can find the local dealer and contact him directly.

Greatly increased importance has been placed upon the press division. It has been reorganised and the structure has been improved. The current press releases can be directly accessed; the older ones have been archived in logical order. The brochures, specifications and photos have been separately classified into different categories for the individual models.

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.

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Press note:

Access to the press area of the Hanse web site is possible by entering the user name "Press" in combination with the previous password "Award" (case sensitive).