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New Hanse yachts caused a stir in Genoa; HanseYachts were the highlight at the Salone Nautico Internazionale in Genoa from October 6 - 14, 2007

Greifswald, October 25, 2007. The organizers of the 47th International Boat Show in Genoa, which closed its doors on October 14, were very happy with the significantly higher number of visitors this year: Almost 330,000 visitors came to the show, a large number of whom made the HanseYachts stand their destination.

The brand-new 'large little ones', the Hanse 320 and the Hanse 350, were the focus of everybody's attention. Many Italian sailors made a special trip to Genoa to take a closer look at these new models!

HanseYachts' new design line with its striking ports in the cabin top and clean lines was very well received in Italy. Innovative details and above-average sailing characteristics impressed visitors, many of whom had previously considered such spaciousness above and below decks to be impossible.

The largest production boat ever built in Germany, the Hanse 630e, also attracted a lot of attention in Genoa. HanseYachts' flagship caused a stir not just because of her imposing size, but also thanks to a number of innovative details that allow smaller crews to safely sail this 19m yacht, a trademark HanseYachts is known for.

The team surrounding Florian Foglietti, HanseYachts' Sales Manager for Southern Europe, was extremely busy during the show and very pleased with the many promising contacts: "It was interesting, people really wanted to take a closer look at the smaller boats. Those who were interested in the larger ones seemed to know the boats fairly well and inquired directly about specific offers and sea trials. The interest was overwhelming: We handed out about 5000 brochures!"

Thirty boats were ordered at the show. And more orders are likely to be placed following the many sea trials that were scheduled at the show.

HanseYachts presented their entire fleet in Genoa: The Hanse 320, Hanse 350, Hanse 370, Hanse 400, Hanse 430e, Hanse 470e, the Hanse 540e, and the Hanse 630e.

HanseYachts AG: Company Profile

HanseYachts is one of the fastest growing boat manufacturers in Europe. HanseYachts has been building sailing yachts in Greifswald since 1993 and selling them all over the world. The company's most recent success is based on the development of new, clean hull lines and innovative interior design concepts. Currently, the HanseYachts group builds sailing yachts from about 10 metres to 19.20 metres (32 – 63 feet). During the 2005/2006 (July 31, 2006) business year, HanseYachts increased their turnover by about 57 % for a total of 66.3 million Euros (42.3 million Euros in the preceding year). Earnings before taxes increased by 144% for a total of 6.1 million Euros (2.5 million Euros in the preceding year). A total of 585 boats were produced in the 2005/2006 business year. At the end of 2006, the company had more than 400 employees. Since 1998/1999, HanseYachts averaged an annual increase in sales of about 40%. In March 2006, HanseYachts began building motor boats after purchasing 51% of the Norwegian boat builder Fjord Boats AS. Since March 2007, HanseYachts AG is traded on the Frankfurt stock exchange (general standard).

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