



## Press Release 2007 / 31

### **Successful presence of HanseYachts UK at the Southampton Boat Show**

Greifswald, October 12, 2007. Just under 130 thousand visitors attended the 39th Southampton Boat Show – that is almost 10% more than last year. And many guests came specifically to see HanseYachts. The German yacht manufacturer had a total of six models on display, four of which were British premieres: The Hanse 320, Hanse 350, Hanse 430, and Hanse 540e.

The brand new „big little ones“ – the Hanse 320 and the Hanse 350 – attracted most of the attention among British sailors. The public approved of HanseYachts' new deck layout characterised by striking side windows and clean lines. Visitors were also impressed with many of the design details, above-average sailing characteristics, and the spaciousness above and below decks. Some visitors refused to leave the boat without scheduling a sea trial!

The largest production boat ever built in Germany, the Hanse 630e, also commanded a lot of attention. HanseYachts' flag ship was turning heads in Southampton – not just because of her sheer size, but thanks to sophisticated, innovative, technical details that make it possible for smaller crews to sail this 19m yacht safely, an accomplishment HanseYachts is known for.

Feed-back from dealers was positive as well. The team at HanseYachts UK was very happy with the many promising contacts that were made during the show.

“The show started out slowly but that changed significantly towards the end. On the last day alone, we sold 12 boats”, commented Peter Thomas, a member of the HanseYachts UK team. So far, 35 boats have been sold with more contracts likely to be signed soon with a number of sea trials coming up.

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