



## **Press Information**

### **HanseYachts – from low-price supplier to leading European yacht manufacturer.**

**Greifswald/ Germany, 20th November 2006.** Building yachts is first and foremost a business, albeit one which requires passion, considerable creativity and a measure of madness. HanseYachts combines all these qualities, which have propelled the company in the space of 14 years from an old boatyard at the Greifswald river Ryck to its current position as one of the largest, most modern yacht manufacturers in Europe. HanseYachts' success story is the story of a highly motivated team.

### **The long road from Hamburg Wedel to Greifswald.**

In 1981, HanseYachts founder Michael Schmidt took over the Schwartz boatyard in Wedel near Hamburg, a location steeped in tradition which had made a name for itself as a motorboat manufacturer. Schmidt was a passionate sailor and a participant in the Admiral's Cup. His goal was to produce fast, beautiful sailing yachts. He and his team first began to realise their ideas in earnest from 1990 when, in search of a larger space for their business and a perfect sailing location, they moved into the former boat repair yard at Greifswald. This was the moment when HanseYachts was truly born. In 1993, in the space of just four weeks, the legendary Hanse 291 was produced there, a boat which at the time was put on the market at the special price of 44,444 Deutsche Marks. Since then, under the motto "Evolution not Revolution", the steadily growing company has worked in close co-operation with its owners and, since 1999, with the renowned design office judel / vrolijk & co, to produce classically beautiful boats with luxurious interiors which serve just one purpose: the pure joy of sailing.

### **Boat building with enthusiasm, tradition and a sense of fun.**

The tradition of boat building in Greifswald stretches back to 1362. Even today, the residents of Greifswald are characterised by their love for the sea, combined with the typical North German qualities of honesty and reliability which, in the case of HanseYachts, provide a fertile contrast to the company's 'creative madness' and the high speed of development and construction. In the Middle Ages, the Greifswald residents were members of Hanse, a trade organisation whose goal was to represent common business interests, especially when dealing with foreign countries. They were well-known for their reliable, fast wooden ships. Today, the residents of Greifswald belong to Hanse once again – since HanseYachts has become the region's largest employer – but nowadays the boatyard has changed its material of choice to plastic. But the materials used are just one element in the construction of the famous Hanse yachts. A more important ingredient is the enthusiasm and motivation of the Hanse employees. HanseYachts considers itself to be one large family. Much emphasis is placed on this spirit of camaraderie, since complex yachts such as those built by Hanse can only be produced at such a high tempo when a tight community works in close co-operation. Closeness is also an ideal description for the perfect infrastructure of the Hanse boatyard. The boatyard premises allow direct access to the Baltic Sea. And the testing and equipping pier is directly connected to the construction area. Thus each new boat owner can collect his/her yacht personally and sail it home via the Baltic Sea.

### **Expansive creative minds and a man with a dose of realism.**

Michael Schmidt is HanseYachts' founder, leading pioneer and the head of the boatyard, but the ideas which are translated into ever-improved Hanse yachts are a product of a team process. The essential team members include the Head of Development and Design, Karl Dehler, who works in close co-operation with the design office judel / vrolijk & co and is responsible for the internationally successful product design. The realisation of the creative ideas is the responsibility of Production Manager Gregor Bredenbeck who began his career

as an apprentice at the boatyard in Wedel and, as an experienced Atlantic sailor, understands what the bottom line is. Purchasing Manager Stefan Matschuck, former Admiral's Cup and Maxi sailor, has the task of procuring the best materials for Bredenbeck and his team. And when this collection of talented, creative personalities needs to be reminded of stark business realities, Frank Domeyer, the Head of Finance and Accounting, steps in.

### **Classic yacht construction meets the modern world.**

HanseYachts has a unique way of combining traditional boat building with modern design and high-tech materials. The Greifswalders are the only boatyard who employ the particularly light and stable epoxy resin system in the serial production of their yachts.

HanseYachts trust in their in-house knowledge. Research and Development take place within the company and even the highly independent interior design is developed in an in-house department, rapidly translated into prototypes and brought to series-production quality through a process of intensive testing conducted by executive employees. This process allows several new models to be developed and realised each year. Proof that this concept works: several 'European Yacht of the Year' awards and the European Prize for Innovation.

### **Hanse yachts are special.**

A feature which the competition offers only offers as a special manufacturing option is standard equipment on the current Hanse models in the premium segment, the Hanse 470e, 540e and 630e ('e' for epoxy) and available as an option for the Hanse 370e and 400e: an epoxy hull, manufactured in GFK vacuum technology using Corecell structured foam and epoxy wet pre-preg from SP Systems. Osmosis becomes a concern of the past and the process saves up to 20% weight with a significantly higher structural rigidity.

All Hanse yachts carry the GL certificate (Germanischer Lloyd) – independent quality and safety standards.

HanseYachts builds beautiful yachts, with a design concept which is provided by the renowned, Bremerhaven-based judel / vrolijk & co. The company has become internationally known thanks to its designer, Rolf Vrolijk, the lead designer for the Spanish Royal Yacht and the America's Cup winner "Alinghi".

HanseYachts reinforces its premium-segment appeal through the consistent use of branded equipment by the likes of North Sails, Lewmar, Sparcraft, Jefa, Bamar, Harken, Corian, Simrad, Yanmar, King Composit and Spinlock, to name just a few. The combination of high-tech materials and the modern design of the yachts, which are characterised by their excellent sailing characteristics and a high speed potential, is reflected in the exceptional price/performance ratio of all Hanse's boats and their extremely high resale value.

### **The future belongs to HanseYachts.**

With its current production capacity, HanseYachts has entered the elite club of the world's 5 largest yacht manufacturers. Around 350 employees in Greifswald produce eight different HanseYacht models each year as well as the Fjord motorboat line. 110 dealers worldwide sold around 800 yachts during the last financial year – 80% of them abroad. In the future, the Greifswald yacht manufacturer plan to expand production with an extended and diversified product and brand spectrum. And, needless to say, their aim is to become one of the largest, most innovative yacht manufacturers. Anyone who knows Michael and his team can say for certain that they will achieve their goal.

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