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HanseYachts continue to be on the upswing

Greifswald, 25 June 2007. Continuity and Innovation. With this measure the HanseYachts development in Greifswald continues after its successful start on the stock exchange. Company founder Michael Schmidt and his team are on target.

Ultra-modern fleet on the market – a month ahead of schedule the model change is initiated this year. The HanseYachts team worked intensively in the past months to develop new models. Following the upcoming model change there will be for the first time a Hanse 320 and a Hanse 350 which can be produced considerably more efficiently than preceding models. At the same time the current models Hanse 370 and Hanse 400 undergo a "facelift". As a result the entire Hanse fleet reflects uniform design and sophisticated technology.

As a matter of principle HanseYachts are not developed in offices but on water and with the help of Hanse specialists and their ultra-modern resources they become top products within the sector of yacht production. Thus, the development crew consisting of 50 members has used the latest version of the construction software CATIA for a few months now. Due to an innovative 5 axial milling cutter the new Moody 45 is produced as a milling model – faster, almost automatically and accurately to the millimetre. Here "Precision made in Germany" is fused with the British Yacht construction tradition of 150 years to a new generation of high seas yachts with the prominent deck parlour feature. The figures speak for themselves: Although the launch of the Moody 45 is not planned to this autumn the yacht constructor has already received the first orders.

Since the beginning of the year the new motor boat types of the traditional brand Fjord Boats have also been produced in Greifswald. With its extremely successful presentation of the Fjord 40 in the spring HanseYachts proved once more its competence in yacht construction and showed that the production of motor yachts is also well located in Greifswald. Although the production of the Fjord 40 Open has only been integrated in Hanse's serial production since May, in the autumn the model range of Fjord will be already extended by a new model.

Growth and quality – together with Porsche Consulting the production processes have been meticulously reviewed. In numerous workshops optimisation solutions have been developed, which are integrated immediately in the current production at HanseYachts and consequently have positive effects on running times and efficiency. Members of the Greifswald company are pleased with their capacity utilisation figures.

Also, for the coming business year 2007/08 a continuously positive tendency begins to show. The order books for the yachts with a length from 43 feet, in particular, are full to November 2007; for the model 630e already to April 2008. However, the production for the yachts with a length under 43 feet is also used to capacity to September 2007 .

The Management Board currently investigates the possibilities within the scope of the realisation of the expansion strategy to integrate promising acquisition goals in the company's growth concept.

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