



Press Release

Click to create your own yacht: With the HanseYachts Yacht Configurator, future owners can build their own, virtual luxury yacht on the internet for the first time.

Greifswald, 16th October 2006. It's become a standard option for car buyers with an internet connection, but it's still unusual for the manufacturers of luxury yachts: individual configuration according to personal requirements to suit a given budget. Now HanseYachts, the Greifswald manufacturer renowned for consistently producing new ideas and for unusually beautiful, comfortable, fast boats has become the first and only manufacturer to offer future customers an online Yacht Configurator, with which it's possible to individually configure and to compare one's yacht of choice.

The quick, effortless way to your made-to-measure yacht.

HanseYachts have never been standard boats. The Greifswald yacht builders have demonstrated their individuality from the beginning. Thus the Individual Cabin Concept (custom-built models) has been a standard option for years. This feature allows future owners to personally define the interior of their craft from a range of combination possibilities. However, the HanseYacht Yacht Configurator goes several steps further.

Creativity and a Direct Connection.

At www.hanseyachts.com, it is now possible to combine a variety of modules for hull and deck construction, deck equipment, rigs and sails, motor and electronic equipment and even interior design from a range of more than 70 potential options. The result is an individual craft which exactly corresponds to the customer's requirements – pure creativity without limits! At the end of the configuration process, the (future) owner can transmit his/her chosen configuration directly to a HanseYachts dealer for a tailor-made consultation or an immediate order.

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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