

PRESSEMITTEILUNG / PRESS RELEASE**HanseYachts AG: Ben Vaes new International Sales Director**

As of September 1st, 2008, Ben Vaes has taken over the helm at the sales department of HanseYachts AG in Greifswald. He is responsible for the world-wide sale of the brands Hanse, Moody and Fjord brands.

Ben Vaes has been a sailor since he was a child and looks back on more than 20 years of activities in the yacht industry. Being a sales professional he was responsible in his previous position with Oyster Marine for sales and marketing in Europe. He will now contribute this experience to HanseYachts. Together with four regional sales managers he will ensure that HanseYachts AG will sail close to the wind.

"The focus of my activity is on the one hand naturally the intensive support of the dealer network, in particular the development of the international markets and the exclusive support of our premium customers. The three brands Hanse, Moody and Fjord, very well established names in the sail and motorboat industry, appealed very much to me and aroused my sporty ambition", Ben Vaes explains.

"Having Ben Vaes join us as Sales Director we incorporated the last element into our optimally assembled international sales team and are optimally assembled. After the first fall boat shows we are optimistic for the future", Michael Schmidt, CEO of HanseYachts AG adds.



Ben Vaes (Foto: Dörthe Schmeinck)

Ende der Pressemitteilung / End of press release

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