

PRESSEMITTEILUNG / PRESS RELEASE

Hanse, Moody and Fjord strengthens its organization in Scandinavia

Greifswald, April 22nd 2009 - HanseYachts AG, the German boatbuilder of the well-known brands Hanse, Moody and Fjord, has decided to strengthen the position in the Scandinavian market.

By combining the different tasks within Fjord AS in Vetre and central organising the general import in Norway for the brands Hanse, Moody and Fjord we are able to work far more effective and have less overheads. Nelson Marine AS will be operating as a Hanse distributor for the Norwegian West Coast and a similar set up of Fjord AS will be launched for Sweden as well.

We will be able to concentrate more on the core business and to be closer to the customers, just to give the best ever service. Further announcements to this new set up will follow soon.

With this new set up we can react quicker and offer a better professional interaction with our clients.

Managing Director of this new constellation is Per Witte, partner of the Bryggan i Väst AB - Sweden. The sales department will be running by Christian Ytteborg for Fjord, already working a long time for Fjord AS and our new colleague Fredrik Larsen responsible for Hanse and Moody. Rune Strömqvist will have an advisory role for the new organization.

Further more one of the goals is also to strengthen the after sales service for our brands in Scandinavia with a centralized organisation under Per Graune (graune@bryggan.net). He will conduct the joined offices in Stavanger, Vollen, Oslo, Marstrand, Stockholm and Dragoer. The new after sales organisation is linked to the HanseYachts Group head office. These days this is a clear statement to ensure the best possible customer liaison and support.

"We are very positive that we, together with the manufacturer now merging in a solution that will allow new and old customers a first class service", said Per Witte.

"We also achieve strength that allows us to be fully present in the market and at in future boat fairs - this will strengthen our sales", continues Per

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"Not least, this gives us the strength to continuously present new models at the Norwegian and Swedish market."

"This is a natural development for a growing business", adds Rune Strömqvist.

For more information Scandinavian market:

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International information see below

Ende der Pressemitteilung / End of press release

Hanse-Yachts Aktiengesellschaft offers you beyond information, extensive photographic materials, specifications, and much more. We invite you to visit our Press Area at www.hanseyachts.com!

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