

# PRESS RELEASE

FÜR DIE NÄCHSTE AUSGABE / FOR NEXT ISSUE  
Freitag, 27. September 2013 / Freitag, 27 September 2013

## PRESSEMITTEILUNG / PRESS RELEASE

### **Variantta 37 - Have you got wind of it yet?**

#### **World premiere of the new Variantta 37 at the Hanseboot in Hamburg**

Dear friends from the press,

Variantta is simply cleverer - world premiere of the new Variantta 37 at the Hanseboot in Hamburg. Classic round forms on the outside and modern design below deck - this is the look of the new model in the Variantta range.

The **exterior** of the Variantta 37 shines with a typically honest, modern form.

A sporty hull with deep T-keel and semi-balanced rudder combined with a high-performance rig, large mainsail and a slightly overlapping Genoa makes sailing the Variantta an unforgettable experience. The cockpit is spacious and ergonomically designed and offers a high level of safety thanks to the high backrests. The structure is elegant and, with up to five portholes, provides the interior with lots of light and air.

**Inside**, the Variantta 37 impresses with clear lines and modern design. Up to three cabins are available to choose from. The cabins have generously sized lockers with enough space for longer sailing trips. The saloon is spacious and equipped with a wide range of well thought-out details, such as the folding chart table. The integrated wet area with WC and shower is generous in size and makes travelling on board the Variantta an extremely comfortable experience. The full pantry offers lots of storage space, a gas cooker with oven, sink and a fridge.

The modern interior impresses through the use of high-quality materials and fresh charm. The functional upholstery in Variantta design gives the boat a cool flair, the modern walnut wood creates a cozy atmosphere. The real eyecatcher in the saloon is the trapezoidal table design, which creates a homely feel with the wooden elements and also underlines the simple and elegant ambiance. This space is perfect for eating breakfast and relaxing – or simply enjoying the surroundings...

The side walls are covered with felt, which gives them an airy-light look. Different light sources, such as the deck hatches which can be opened, create an interplay of light and shadow. Compartments behind the felt saloon benches provide storage space: clever – just like everything on the Variantta!

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Especially in the evenings, the large number of light islands create a cozy and romantic atmosphere. The straight lights fit seamlessly in the modern interior. Contrasting and yet the same: The rounded edges of the windows are echoed on the table, which creates a harmonious overall impression.

Bright colours combined with warm, homely wood and natural tones creates a perfect symbiosis between sleek elegance and cosy comfort.

The price is already set:

With a basic price from the yard of 89,131 Euro incl. 19% VAT (74,900,- Euro net), this ship sets new standards in traditional VARIANTA style.

Modern style integrated in the traditional art of boatbuilding - the contrast couldn't be greater.

Are you dreaming of a holiday on the water? Then cast off and set sail to Hamburg for the world premiere at the "HANSEBOOT 2013" from 26.10.-03.11.2013 in Hall B6 Stand A150.

Mit freundlichen Grüßen | Best regards

THORBEN WILL | Public Relation & Marketing

HANSEYACHTS AKTIENGESELLSCHAFT

Salinenstr. 22 | 17489 Greifswald

P +49 3834 5792-36

F +49 3834 5792-83

E [twill@hanseyachts.com](mailto:twill@hanseyachts.com)

**Ende der Pressemitteilung / End of press release**

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### VARIANTA

Salinenstraße 22 . 17489 Greifswald

Postfach 3165 . 17461 Greifswald

Tel +49 3834 5792-20 . Fax +49 3834 5792-81 . [press@hanseyachts.com](mailto:press@hanseyachts.com) . [www.hanseyachts.com](http://www.hanseyachts.com)