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HanseYachts AG motorboat sales for the first time higher than sailboat sales at the boot 2018

At the world's most significant boat show in Düsseldorf, Germany's largest yacht producer presented itself this year with 17 sailing and motor yachts. The HanseYachts AG had six stands where customers, journalists and stakeholders were able to inquire about the 35 different yachts from the shipyard. For the first time, Privilege presented itself with four luxury catamarans in its portfolio as a brand of the HanseYachts AG. The enlarged stands not only led to a new visitor record, but also to very good sales in the double-digit range.

Sales Manager Maxim Neumann makes a positive statement: "As expected, the boat show was a complete success. All brands were able to benefit from a high order intake directly at the boat show, as customers wanted to order their yacht for the upcoming season. Of course, we want to realize this dream for every new owner. Therefore, we began to expand our production capacities in Greifswald last year already, in order to meet the high demand. For the first time in the company's history, we sold more motor boats than sailing yachts, reflecting the strong growth of the motor yacht segment. Particularly pleasing are the boat show sales numbers for Sealine which have more than doubled compared to the previous year. We furthermore specified two unique Hanse 675 and agreed to a delivery in 2018."

HanseYachts CEO Jens Gerhardt sees the company on the right course: "The shipyard's multi-brand strategy fits perfectly into the new age of the leisure boating industry. Through standardized processes and customer-oriented products, we always have the perfect yacht in our portfolio. The volume production is not only a guarantee for a balanced cost ratio, but also ensures consistent high quality according to German standards. This is a win-win situation, both for us and for the final customer. This competitive advantage can be seen particularly well at boot Düsseldorf, where all the latest yachts in the world are exhibited and where customers can directly see the developmental differences between the shipyards. "

A special thanks from HanseYachts goes to the management of the boot Düsseldorf for the smooth logistics and the pleasant boat show.

We wish all HanseYachts customers a good start to the season 2018!

Ende der Pressemitteilung . End of press release

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