



PRESS

HanseGroup

Dehler

Hanse

Moody

FJORD

FÜR DIE NÄCHSTE AUSGABE / FOR NEXT ISSUE
Montag, 17. Januar 2011 / Monday, 17 January 2011

PRESSEMITTEILUNG / PRESS RELEASE

Positive Outcome at the End of the Trade Fair Season

Incoming order capacity again about 25 % over last year; investments in new models pay off; offensive model policies also in the next 15 months.

The international credit crisis has undoubtedly affected the major manufacturers of luxury goods, which naturally include sailing and motor yacht manufacturers in particular more strongly than the consumer goods industry. A few days before the beginning of the Düsseldorf boat exhibition BOOT, Greifswald-based Hanseyachts AG, which is one of the world's leading and highest-selling yacht makers, now sees clear signs of a more permanent recovery in the water sports market.

"After many years of strong growth of up to 50% per financial year, we suffered a major drop in sales," says Michael Schmidt, executive board chairman and majority shareholder of the HanseGroup. "Overall, we lost 50% of sales in the first year of the crisis – just when we had introduced new and very modern production-line manufacturing methods."

The HanseGroup has learned its lesson and has freed itself from the crisis. Through the acquisition of the Dehler shipyards the company with its current four sail yacht brands Hanse, Moody, Dehler and Varianta is placed perfect in the market. And the well known Fjord motor yacht brand documents with the new Fjord 36 Open that this business field is more than alive.

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As recently as last financial year (2009/2010), sales rose by 25% again. Now, in the new financial year, incoming order capacity has increased again by 25%, so that production capacity is actually fully utilised. Michael Schmidt attributes these increased planned purchases not only to almost all the markets served by

HanseGroup worldwide but also to the new and very offensive model policies. Since BOOT 2010 the HanseGroup presented 7 new models, all well accepted by customers.

The Group will introduce two further world innovations to an international trade public – the Hanse 495 (15,40 metre) and the radical motor yacht Fjord 36 Open (10,80 metres).

The company is consistently pursuing this successful strategy. For the next 15 months Hanseyachts AG has planned another 7 new models to stabilise this trend and to generate a stable growth and good profits.

Ende der Pressemitteilung / End of press release

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