

DRETTMANN YACHTS: NEW YACHT LINES, NEW IMPETUS

At the Düsseldorf Boat Show, an upbeat Drettmann Yachts presented two new impressive yacht lines in the 20 to 37-metre class / A number of interesting features that are completely new to the market.

Rising visitor numbers, good response from the general public and experts: after a downturn following the global economic crisis, things are looking positive in 2011 for „Boot“, the world’s largest yachting and water sports show. This statement applies in equal measure to the newly formed Drettmann-Sunrise Group. The new group, whose companies are based in Bremen, Antalya and Monaco, had a sophisticated black exhibition stand that proved to be a smash hit with visitors to the show. This was the first opportunity to take a look at Drettmann Yacht’s revolutionary new yachts for the extremely expectant old and potential new owners since all the previously successful Drettmann yacht lines have been given a complete revamp and been redesigned. „Following our integration into the Drettmann-Sunrise Group, we opted for a complete relaunch. In cooperation with the creative minds of Bremen’s Focus Yacht Design, we have succeeded in defining new standards in a very short time. Our 20 to 37-metre models are now better tuned to the ideas and requirements of today’s owners,“ explained Albert Drettmann.

Open and spacious: the Motor Yachts

It is immediately apparent that the 20 to 37-metre motor yachts offered by Drettmann Yachts (DMY) have come a long way from previous vessels in that class. The first impression of the DMY

models is their consistent, exceptionally streamlined silhouette, enhanced by attractive accentuating highlights. The new interior layout is an instant eye-catcher, starting in the saloon. Sliding doors at the sides and fold-down balconies enable the interior space and outdoor deck to be joined to form one impressively large room – close to the sun and the sea, creating a sense of openness and spaciousness that is usually available only on far larger ships. The intelligently planned routing of separate passageways for guests and crew is yet another striking feature of the new DMY, and one which also facilitates service. Further opportunities for fun and sports are provided by a beach area at the stern with bathing platform, which provides barrier-free and direct access to the experience that is the sea. Features that are guaranteed to attract attention.

Cool look, clever concept: the Explorer Yachts

The 27 to 37-metre long Drettmann Explorer Yachts (DEY) are designed for volume, which is apparent. However, this is no longer achieved at the expense of the exterior, which now comes with a striking, masculine silhouette. In these steel/aluminium vessels, the focus is entirely on the maritime experience. There is ample space for tender and surfboards, diving equipment and water toys. One thing that particularly appealed to visitors at the Düsseldorf Boat Show was that despite all the attention given to a sporty appearance, the DEY offers equal importance to comfort, pleasure and relaxation. Furthermore, the new line gives a feeling of space that is

normally the prerogative of much larger vessels. The same is true when it comes to safety, service and ergonomic aspects on board.

Perfect match: Drettmann Yachts and Sunrise Yachts:

The new yacht lines have by no means thrown the old quality standards overboard. On the contrary: the collaboration with the group’s superyacht builder, Sunrise Yachts, has generated synergies which have positive effects on both enhancing product quality and keeping the prices competitive. Sunrise Yachts boasts a high level of craftsmanship which it already amply proved in the construction of „Africa“, a 45-metre yacht that met with great public and professional acclaim. The recognised technical skills and excellent value for money delivered by this state-of-the-art modern shipyard are a perfect support to the aspirations of the highly respected Drettmann brand’s new goals.

Ambitious targets

„In our new ranges, we deliberately said goodbye to old concepts and were confident from the start that this was the right move. However, the enormous positive feedback at the Düsseldorf Boat Show far surpassed our expectations. This has encouraged us to extend the range of models in the 20 to 37-metre range even further. We are already planning to have some boats ready for presentation at the International Boat and Yacht Show in Cannes by autumn 2012,“ comments Claudia Drettmann, CEO of Drettmann Yachts.