

DRETTMANN MOTOR AND EXPLORER YACHTS: ENTERING THE NEXT ROUND

The most spectacular new venture in the yachting world last year got off to a highly pragmatic start for Drettmann Yachts: a blank piece of paper on which Claudia and Albert Drettmann, the enterprising couple who own the company, jotted down the crucial question: „What does a yacht have to have in order to fascinate customers and stand out from the competition?“

After many more pieces of paper, countless ideas and meetings, they had come up with the answers in the form of three new yacht lines, the Drettmann Super Yacht (DSY), the Drettmann Explorer (DEY) and Drettmann Motor Yacht (DMY). They are all based on a concept which is as simple as it is sophisticated: the latest Drettmann yachts all offer a totally new standard of design and quality for this class. The rough drafts were produced in close cooperation with Focus Yacht Design and feature a highly emotional design language: with an innate sense of style, the ordinary has been replaced by the extraordinary, achieving a marked improvement in attractiveness and functionality.

„Following our corporate reorganization, we are now in a position to offer a wide range of customers a unique yachting experience that reconciles the sporting aspect of sailing with comfort, relaxation and enjoyment,“ explains Claudia Drettmann, when describing the latest developments at Drettmann Yachts.

Dreams come true

The implementation phase has already begun: one Motor Yacht and one Explorer Yacht, each 32 metres long, will be produced as demonstration models to give would-be owners a first-hand impression of the qualities of the new yacht lines – in all probability in time for the Cannes and Monaco shows next year. The yard is about to embark on a key stage in the construction process: the tank test. „In contrast to many other yacht providers, we regard tank tests as absolutely essential. Using a trial-and-error approach to find the right balance between design and resistance does not meet the stringent quality standards we have defined for each of our new lines. After all, these are crucial characteristics for the yacht’s subsequent performance and for the comfort on board,“ states Albert Drettmann. Parallel to these tests, work will begin on the interior design which – in keeping with the new concept – is sure to contribute to the success of Drettmann Yachts.

Spacious, open, versatile

One glance is enough to confirm the attractiveness of the new Drettmann yachts, whether the sleek silhouette of the DMY or the masculine appearance of the DEY. The intelligent use of space in combination with sliding doors at the sides and fold-down balconies allows the interior rooms and outdoor deck to be joined to form one surprisingly large area, providing direct access to the experience that is the sea. Although it is, in fact, possible to get even closer: innovative features such as a large beach area at the



stern, complete with bathing platform and sizeable wellness, sauna and lounge zones, afford ample and innovative opportunities for relaxing on board, with plenty of space for tenders, diving equipment and water toys. Features that are guaranteed to make the new Drettmann models a talking point in the yachting world.

Sailing through the sales process

Those who succumb to the charm of the Drettmann lines and buy one of the new vessels can count on receiving not only an extraordinary yacht, but equally extraordinary service. By providing in-depth consulting and support before, during and

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after the sales transaction, Claudia and Albert Drettmann assume full responsibility and attend to every conceivable task in connection with the new yacht. „The owner can simply look forward to the yacht, without having to worry about compromises or unresolved questions. We look after the customer’s entire wants and needs and deal with practical and aesthetic considerations – whether finding the right motor or simply a suitable cake fork,“ says Claudia Drettmann. This is the essence of Drettmann Yachts’ corporate philosophy. The high-level service does not end with the actual purchase: Drettmann Yachts is the only company in the market to offer a three-year guarantee as well as the option of life-cycle management and comprehensive after-sales service, so that the owner also ultimately benefits from a better resale value.

A brand on the up and up

For many years, the names Claudia and Albert Drettmann have been a byword for a top-level yachting experience. They also enjoy an excellent reputation where quality and value for money are concerned. In order to raise these already high standards and simultaneously offer a wider and more attractive range of vessels, the company decided to reorganise – and found new partners in the process. Cooperation with the successful SunriseYachts company from Antalya generates new energy based on synergy: Drettmann stands for success and extensive experience of yacht-building, organisation and sales – all „made in Germany“, while Sunrise Yachts contributes excellent Turkish craftsmanship at affordable

prices. This winning combination has added new impetus to the performance of both firms and is undoubtedly a valuable new addition to the international yacht scene. „We are delighted to have achieved this balancing act: on the one hand, 40 years of experience have gone into the design of the new yachts, on the other,

we have completely revamped our company and our products. We have not simply repeated history, but come up with many exciting innovations,“ is how Claudia Drettmann sums up the development process at Drettmann Yachts.

