

DRETTMANN YACHTS: IT'S A FAMILY AFFAIR

From a small yacht agency to an international brand / Personal commitment is still the key / New yacht lines and a totally unique service programme.



If there is one central thread that runs throughout the turbulent history of Drettmann Yachts, it is the subject of personality. Viewing such a highly complex product as a yacht as a personal matter in every single detail and under all circumstances is more than just the key to the success of Claudia und Albert Drettmann, the couple who own the company. It is an attitude that is ultimately reflected in the character of the Drettmann yachts themselves: every single vessel is precisely designed to match the taste and the individual requirements of her owner, „from the size of the engine right down to the choice of cake fork,“ is how Claudia Drettmann likes to sum up her company's concept of service. The commitment that is required to live up to that claim comes from two different sources: the first is their unflinching passion for all things maritime, the second is the company's chequered history which allows them to draw on over 40 years of experience.

From modest beginnings out into the wide, wide world
Many a business empire began life in a garage – and this was also the case at Drettmann Yachts. It was in a garage that Traute and Dierk Drettmann started up their small business selling pre-owned boats. This quickly proved to be a great idea and the couple took over an agency for Dutch steel boats soon afterwards. By 1970, they had laid the foundations for the company's worldwide success. In 1989, their son Albert followed in their footsteps and after a few years, together with his wife Claudia took over management of the company and

simultaneously adopted the new corporate policy: „Business is more than money. A business that makes nothing but money is a poor kind of business.“ This quote from Henry Ford was to define the philosophy and actions of the Drettmanns from then on. Whether building the famous Elegance series or the four yacht brands that followed, with worldwide sales reaching the impressive figure of around 300 vessels: the owner, his objective benefits and his subjective sense of well-being were always the central point around which everything else revolved. An equally important aspect was to deal fairly and squarely with partner companies, for example the yards in the Far East which executed the Drettmanns' ideas for their own yacht ranges. In 2006, the newly built and prestigious company headquarters in Bremen-Hemelingen became the new geographical and business centre, with up to 80 yachts on show at any one time for customers to explore and test.

Brilliant relaunch

By this time, Drettmann Yachts had long since evolved into a global player with an excellent international reputation. Nevertheless, the credit crunch of 2009 called for a change of attitude and prompted the reorganisation process. It was time to find new ideas – and new partners. The cooperation with Sunrise Yachts, a highly respected high-tech shipyard from Antalya was to trigger an amazing relaunch.



The combination of German engineering expertise and organisational skills on the one hand with first-class Turkish craftsmanship on the other proved to be the key to the future. In the meantime, this partnership has led to totally new yacht lines.

Celebrating in 2010 their 40th Anniversary with 1 450 new yachts and 6 500 pre-owned yachts sold, Drettmann Yachts, now a founding member of the Drettmann – Sunrise Group, is confidently looking towards a bright future led by a strong demand in Asia, with China as the most promising customer.

The models of the elegant Drettmann Motor Yachts line (DMY, 20 to 37 m) and the sporty, masculine Drettmann Explorer Yachts (DEY, 27 to 37 m) were given great reviews by the trade press and met with enthusiastic acclaim at shows, from both regular customers and potential first-time owners. Praise went above all to innovations such as the spacious beach club with bar, sauna and gym, and the luxurious and open character of the main saloon. The company has also



re-invented the concept of service: Drettmann customers can rely on a three-year warranty, an offer that is unmatched anywhere in the world. Moreover, comprehensive after sales service, inclusive of yacht and crew management as well as a first-class refit programme, guarantee efficient and absolutely reliable support for the owner. Our concept of „Made in Germany, built in Europe“ has proved us right, says Albert Drettman happily, „and this is just the start. We may have achieved lots of new things already – but we are planning much more.“