

A photograph of a white Sunreef 82 yacht at sunset. The yacht is on the left side of the frame, with its name and number '82' visible on the hull. The sky is a mix of blue and orange, with scattered clouds. The yacht's mast and rigging are visible against the sky.

NEWS MAGAZINE Sunreef

Spring/Summer 2013

Focus on the New Motoryacht
60 Sunreef Power

Sunreef
82

Fashionable Yachting
Sunreef Yachts & La Mania



Sunreef Unveils Eco-friendly Superyacht
Sunreef 90 ULTIMATE

Sunreef Yachts Awarded the Luxury Brand of the Year

During the annual ceremony held on 28th of October at the InterContinental Hotel in Warsaw and organized by renowned event organizer from Poland Excellent Events, Sunreef Yachts has received the award for the **Luxury Brand of the Year 2012**. The award was handed to the CEO and Founder of the shipyard, Francis Lapp, who is behind the success of the company and its quick development in the world. Sunreef Yachts has launched more than 60 sailing and motor yachts, which are currently sailing the seven seas. Its sister company, Sunreef Yachts Charter offers most of these yachts for charter. Currently, 7 catamarans are under construction at the shipyard and Sunreef's in-house design office is working on the next innovative projects.



Luxury Brand of the Year 2012

3 New 60 Sunreef Power – on the way for 2013

Two out of three 60 Sunreef Power ordered in 2012 are almost ready for launching. Hull number 2 will feature a very innovative 2 IPS Volvo 800 drive system. The captain can now maneuver the boat at low speeds with the joystick. The joystick is coupled with a sophisticated and specially developed software that individually commands the electronically controlled engines and underwater units of the system. It is able to steer, throttle and shift gears independently, making the boat move in any possible direction – sideways, diagonally, forward, backward or rotate – with just a simple push of a button.



Original colour mix on hull nr 2

Apart from technical improvements the boat is also finished in an original colour blend – red hulls combined with grey superstructure. The interior design is based on bright colours: pearl white panels and bamboo veneer furniture with red upholstery and decorative elements. The Master bathroom features bath tub and will allow for relaxation after a day in the sun.

Hull number 3 represents a modern mix of walnut and white oak furniture. The hull will be finished in light grey and the superstructure in white. The yacht will feature twin 800 HP MAN and a sophisticated anti-vibration system. The flybridge will include a spa pool. Hull number 4 currently waits to be built with the launching scheduled for Autumn 2013.



Beam-wide master cabin on hull 2 and 3

New Sunreef 58 CARPE DIEM Already Launched and Officially Christened

Ordered in January 2012, the fourth Sunreef 58, CARPE DIEM, was officially christened on the 31 of October at the embankment of the Hotel Hilton in Gdansk. The ceremony began with a glass of champagne and a visit of the yacht followed by its official christening. Many friends and family of the owners came to celebrate the beginning of their new adventure – a round-the-world trip aboard CARPE DIEM, during the gala dinner at the Hilton's restaurant.



The main deck inside includes a spacious dining area with a fully equipped galley and a navigation station. The starboard hull houses one master bedroom, a workshop and all the 5 star resort amenities such as a private Turkish bath. The port side hull features two double guest cabins with en-suite bathrooms, and a crew cabin with a separate entrance from the cockpit.



Sunreef Yachts Application for iPad

It's already on the App Store and waiting for you! Sunreef Yachts new application features all yacht and superyacht models with description, photos, layouts, movies & virtual tours and information on all services offered such as yacht charter, yacht management and technical support with a smart contact book to get easily in touch with the SY team. Enjoy!



New Yacht Model 2012

FOCUS ON THE NEW MOTORYACHT : 60 SUNREEF POWER



The 60 Sunreef Power was made in response to the growing demand for a compact yet highly impressive powerboat. This yacht has all the features of the popular 70 Sunreef Power, except its 27.8 ft / 8.5 m beam which makes it more convenient for crowded marinas, especially in the Mediterranean. It is also an interesting alternative for traditional motoryachts with much lower fuel consumption, long range cruising, and a superb living space. This customized interior design and stability offers comfort and intimacy for the owner and his guests.

The first hull of the 60 Sunreef Power, **EWHALA**, was commissioned by a European owner, and is laid out in a semi-owner version with two double cabins in the forward section, two double cabins in the starboard hull, and one double, one bunk-bed cabin (for the crew) in the port hull. All cabins have private bathrooms and abundant storage. The interior of the main deck features the galley and a dining area, while a mezzanine floor located in the midship comprises of an internal helm station and lounge, that provides access to the forward guest cabins.

“ This yacht has all the features of the popular 70 Sunreef Power, except its 27.8 ft / 8.5 m beam which makes it more convenient for crowded marinas, especially in the Mediterranean ”



“ The innovative JMS boat control system by ZF Marine Electronics Group, allows the boat to be easily maneuvered with a joystick was installed aboard EWHALA ”

The spacious sun deck, Sunreef's speciality and trademark inaccessible from the cockpit, houses an external helm station, a wet bar with barbecue, a dining area and a huge sun pad that is ideal for outdoor lounging in the sun. For future builds, there is also an option to include a Jacuzzi on the flybridge.

The innovative JMS boat control system by ZF Marine Electronics Group, allows the boat to be easily maneuvered with a joystick was installed aboard EWHALA. It is a very rare feature on large catamaran yachts and Sunreef is delighted to include this system on its new power model.





60 Sunreef Power

Interesting alternative to traditional motoryachts with much lower fuel consumption, long range cruising capability, and spacious living areas



Saloon



Master cabin on hull 4

The interior design is modern and minimalist, based on wenge and oak contrast, finished with gray and white upholstery and brushed stainless steel details. At this moment, three more of this model are under construction at the Sunreef Yachts shipyard. All three will be launched in 2013.

Hull number 2 will feature the 2 IPS Volvo 800 drive system. This allows the captain to maneuver the boat at low speeds with the joystick. The joystick is

coupled with a sophisticated and specially developed software that individually commands the electronically controlled engines and underwater units of the system to steer, throttle and shift gears independently. This allows the boat to move in any possible direction – sideways, diagonally, forward, backward or rotate – with just a simple push of a button. It will also feature a wide beam master cabin in the front and a different flybridge arrangement than the premiere unit – the navigation station will be placed in the center.



Guest cabin

General characteristics



- Construction: **High Tech Composites**
- Length overall: **18.9 m / 60 feet**
- Waterline Length: **17,9m / 58.7 feet**
- Breadth overall: **8.5 m / 27.89 feet**
- Lightship displacement: **40 T**
- Draught: **1.50 m / 5 feet**
- Main engines: **2 x 800 HP MAN**
- Transmission: **ZF 360A r=2,609**
- Fuel capacity: **2 x 6000 L / 2 x 1486 US Gal**
- Water capacity: **4 x 215 L / 4 x 57 US Gal**
- Range: **3500 nautical miles**
(at 8 knots with 2200rpm and 12 000 L of fuel, lightship displacement)
- Cruising speed: **20 knots**
- Top speed: **25 knots**
- Total Living area: **138 m² includes : Interior Space: 71m²/ Exterior Space: 67m²**
(flybridge – 32m² and cockpit 34m²)
- Berths: **10 guests + 2 crew**
- Design: **Sunreef Design Team**
- Shipyard: **Sunreef Yachts**

New Project



SUNREEF 90 ULTIMATE NEW ECO SUPERYACHT 2013

In 2010 Sunreef Yachts' design team has presented a new range of performing fast cruisers from 70 to 170 feet. After having introduced the Sunreef 80 in 2010 and the Sunreef 75 in 2011, Sunreef Yachts is now delighted to unveil the new model from the line, the **Sunreef 90 Ultimate**, a truly accomplished masterpiece that took more than 6 months for the design team to finalize.

The **Sunreef 90 ULTIMATE** is a very light carbon, high-performance oriented superyacht with light displacement of only 55 T. Her sleek marine hulls with reversed bow will allow her to enjoy up to 20+ knots speeds while sailing even in a light breeze with the safety and stability of a catamaran. A Compact and minimalist superstructure will reduce air resistance.

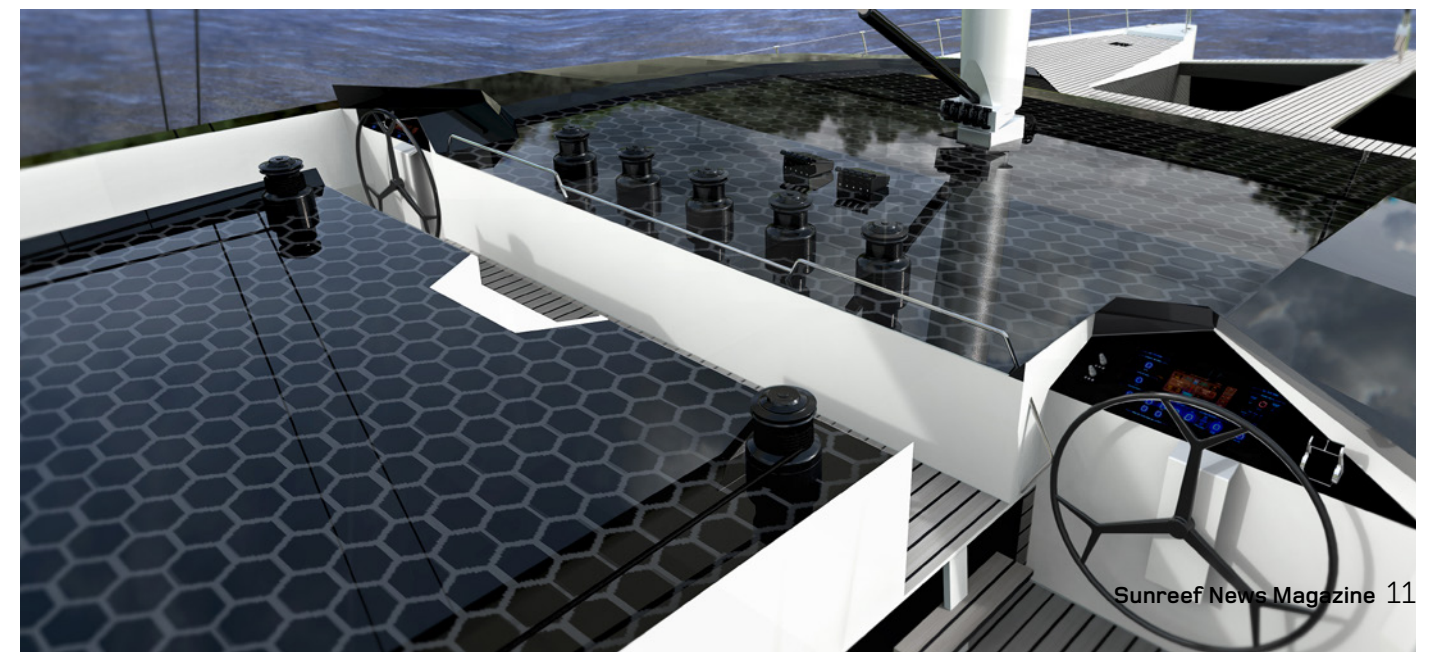
“ The **Sunreef 90 ULTIMATE** is a very light carbon, high-performance oriented superyacht with light displacement of only 55 T ”

Also the abundance of green energies on board such as solar panels and wind and hydro generators will be great support for the generator and will allow silent running at anchor.

interior design. Two helm stations guarantee the skipper easy sailing and great panoramic views. Guests will certainly enjoy the thrill of adventure due to high speeds and the yachts' impressive size.

For the first time the flybridge will not be a typical leisure area but strictly dedicated to maneuvering the sails, entirely covered by solar panels with a total area of 54m² generating 8kW of power which allows for transparent ceilings in the saloon and master cabin. All supported on a honey-comb shaped carbon fiber super structure which becomes the main feature of the

The entire superstructure will be made of carbon fiber and glass panels. It will ensure increased illumination thanks to light coming not only through large side windows but also directly from the ceiling. It will house an internal saloon with galley in the central part and the master cabin in the front section on the right.



90 Ultimate

Her sleek marine hulls with reversed bow will allow her to enjoy up to 20+ knots speeds while sailing even in a light breeze with the safety and stability of a catamaran



New Project



Cockpit



Master cabin

Also the abundance of green energies on board such as solar panels and wind and hydro generators will be great support for the generator and will allow silent running at anchor.

For the first time the flybridge will not be a typical leisure area but strictly dedicated to maneuvering the sails, entirely covered by solar panels with a total area of 54m² generating 8kW of power which allows for transparent ceilings in the saloon and master cabin. All supported on a honey-comb shaped carbon fiber super structure which becomes the main feature of the

interior design. Two helm stations guarantee the skipper easy sailing and great panoramic views. Guests will certainly enjoy the thrill of adventure due to high speeds and the yachts' impressive size.

The entire superstructure will be made of carbon fiber and glass panels. It will ensure increased illumination thanks to light coming not only through large side windows but also directly from the ceiling. It will house an internal saloon with galley in the central part and the master cabin in the front section on the right.

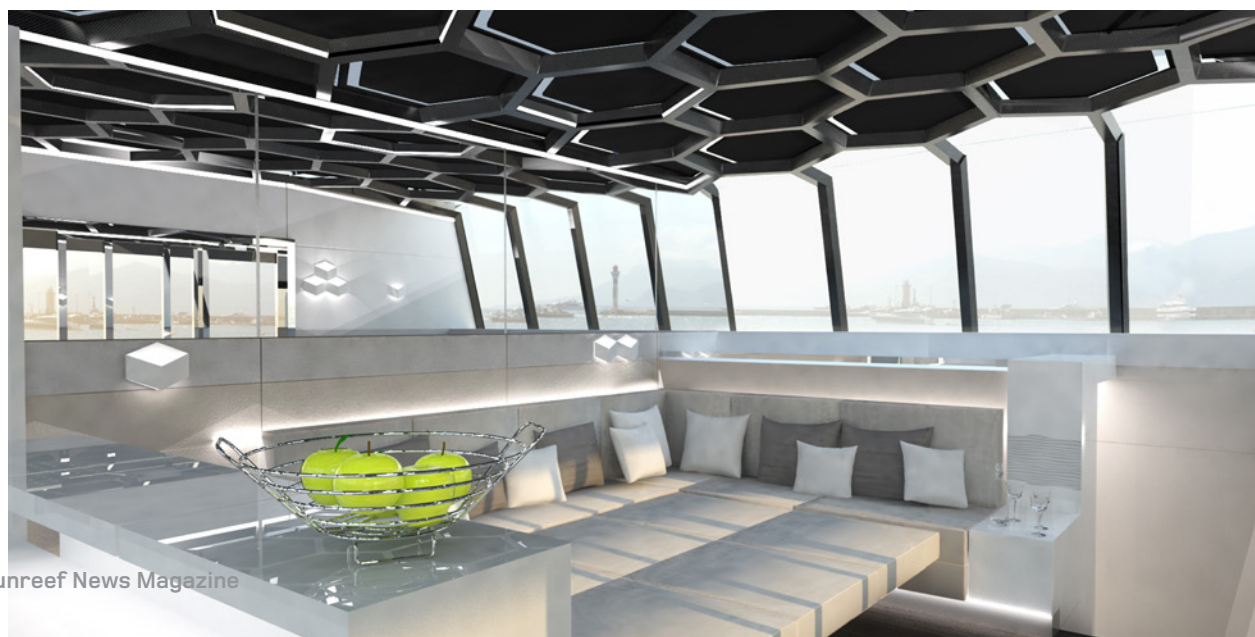
“ This new concept clearly shows that Sunreef Yachts is a true trendsetter in the luxury catamaran design ”

It will have a stunning, uncovered view of the sea through the vast glass wall and sliding doors giving access to the private outdoor area protected by two side walls of the superstructure. The private terrace outside will feature an owner's spa pool, bar and lounge. The Master bathroom will be located down in the port side hull. The left front side of the superstructure will be dedicated to the navigation station.

The port side hull will house one double guest cabin with en-suite bathroom and storage and one crew cabin in the aft.

The starboard hull will comprise two double guest cabins with en-suite bathrooms and a service room with storage directly connected with the galley up on the main deck.

The 20m² cockpit features a sofa, sun pads and a tender garage on the aft. Fully customized interior design will allow the clients an unlimited range of finish possibilities with the Sunreef's designer's expertise and advice. This new concept clearly shows that Sunreef Yachts is a true trendsetter in the luxury catamaran design.



General characteristics

Construction:	carbon fibre
LOA:	27.5m / 90ft
BOA:	11m / 36ft
Draft:	2.1m / 6.8ft
Displacement (lightship):	55 T
Sails upwind:	410m² / 4413ft²
Sails downwind:	590m² / 6350ft²
Engines:	2 x 240 HP
Cruising speed on motors:	12 knots
Max. speed on sails:	20 + knots
Range on motors:	1500 nautical miles
Water tanks:	x 780 L / 2 x 206 US GAL
Fuel tanks:	x 2500 L / 2 x 660 US GAL
Total living space:	140m² / 1506ft²
Guests:	8 in one master suite and 3 guest cabins
Crew:	2
Design:	Sunreef Yachts

Events

FASHIONABLE YACHTING SUNREEF YACHTS & LA MANIA

Fashion and yachts have always worked well together, offering the best of land and sea. The most fashionable designer wear complements and even enhances any luxury yacht, whether it's sitting at anchor in a deserted cove or surrounded by other sparkling superyachts in an upscale marina in the Cote d'Azur. Cocktail receptions, formal dinners and other social gatherings allow owners and their guests to express themselves with elegant, often stunning clothing. Yachting is a dream, so why not live it to the fullest?

Two of the most highly respected names in the yachting and the fashion world are now collaborating on a global marketing campaign to promote a lesser-known trend in luxury goods--the Made in Poland label.

SUNREEF YACHTS, celebrating its 10th anniversary, has become the world leader in luxury catamarans. The Gdansk shipyard, founded by French visionary **Francis Lapp**, has successfully launched more than 60 sailing, power and superyachts during an extraordinary decade that reflects a coming of age in design

“ Two of the most highly respected names in the yachting and the fashion world are now collaborating on a global marketing campaign to promote a lesser-known trend in luxury goods-the Made in Poland label “



and international accolades. The **SUNREEF** brand has avoided the economic shoals experienced by many other yacht manufacturers by a constant trend in innovation and new design. It has also seen the average size of its yachts steadily increase over the last ten years.

Its new promotional partner, **LA MANIA**, is the creation of **Joanna Przetakiewicz**, who has turned the two-year-old fashion label into Poland's hottest suc-

cess story. **LA MANIA** is a Polish exclusive prêt-a-porter brand for modern fashion-conscious women living in urban centers like Paris, New York and Milan. By successfully combining minimalism, sensuality and simplicity, **LA MANIA** is now the most trendy fashion brand in Poland. It has quickly seduced Poland's fashion devotees. The immaculate finish and simple beauty of Joanna's designs have also been appreciated by fashion guru, Karl Lagerfeld, who is **LA MANIA**'s honorary patron.





LA MANIA showcased 20 stunning evening dresses at Sunreef's 10th anniversary cocktail reception in Cannes during the prestigious Festival de la Plaisance



In 2012 both brands were invited by Poland's Minister of Economics to participate in the International Business Forums held in UAE, Saudi Arabia and China because SUNREEF YACHTS and LA MANIA represent the excellence and potential that this fast-growing nation has to offer the world. During these summits, Francis and Joanna agreed on a common strategy to promote top-end luxury from Poland on the world's stage. Last August, the partners did an exclusive photo shoot of the newest Spring/Summer 2013 collection aboard the motoryacht 70 Sunreef Power DAMRAK II in the South of France.

In September 2012, Sunreef Yachts became the strategic partner of LA MANIA during its well-attended fashion show in Warsaw. That show attracted the most influent business and show business personalities and, of course, gained international media coverage. A few days later, LA MANIA showcased 20 stunning evening dresses at Sunreef's 10th anniversary cocktail reception in Cannes during the prestigious Festival de la Plaisance. Sunreef's catamarans, which sparkled along with hundreds of the world's finest superyachts, became the centerpiece of the show.



The company was joined by the special guest, Former President of Poland, Mr. Lech Wałęsa, a living legend and Nobel prize winner. Of course, LA MANIA's fashion show in the scenic Old Port of Cannes was the jewel in the crown of the evening, bringing together the most important VIPs of the yachting world and its attendant media.

With SUNREEF YACHTS' worldwide presence and LA MANIA's fast recognition in the world of high fashion (reflected by its boutiques in London's Harrods and Milan's Excelsior), the new partners are on their way to conquer the luxury world.

Where to Stay When Visiting Sunreef Yachts and Gdańsk

Working with only the top partners, Sunreef Yachts is delighted to recommend the two best places to stay when visiting the shipyard.

HILTON GDAŃSK

Set in the heart of the picturesque Old Town of Gdansk and overlooking the beautiful Motława River, Hilton Gdansk is an ideal location for business and leisure. Its spacious, contemporary rooms offer wonderful views and a host of upscale amenities for an easy and enjoyable stay. For meetings and events, it provides some of the city's largest venues catering for up to 350 people. The hotel is just a 10-mile drive from Gdansk Lech Walesa Airport and is surrounded by historic attractions, unique shops and charming restaurants.

Featuring a full selection of facilities for both business and leisure, guest rooms are designed for cli-



ents comfort, and decorated with glass artwork from popular Tricity artist Edyta Barańska. For those looking for an even more serene experience, Deluxe rooms also offer beautiful views over the Motława River.

Clients can also sooth their senses and relax in the tranquil atmosphere of the wellness centre, including a gym and a cooling roof pool. Therapeutic massages are also available offering a variety of rejuvenating, professional treatments.

The hotel is located within 5 min by car from the Sunreef shipyard or if you prefer to take a scenic walk count no more than 25 minutes, and a 10 min ride by the boat.

SOFITEL SOPOT

Since its opening in 1927 Sofitel Grand Sopot, with its distinctive and glamorous architecture, is a widely recognized landmark of Tricity (Gdańsk, Sopot, Gdynia). Meticulously refurbished in Art Nouveau style, today it houses Sofitel Grand Sopot Hotel***** overlooking the beach and the Gdańsk Bay, just off the famous Sopot pier and vibrant Monte Casino Street.

The hotel features Art Deco Restaurant, Le Bar, Ballroom, Casino and multifunctional meeting rooms for about 290 people, as well as indoor Wellness Centre with gorgeous swimming pool and summer private beach in front of the hotel marvelous garden.

Sofitel Grand Sopot offers 127 rooms (Classic, Superior, Luxury, Junior Suite and Prestige Suite) with sea view or park view and famous De Gaulle suite: each uniquely designed, styled and provided with luxurious facilities for ultimate comfort and relaxation.

Sofitel Grand Sopot Hotel has had the honor to welcoming such celebrities as Josephine Baker, General Charles De Gaulle, Marlene Dietrich, Fidel Castro and Prince.

The hotel is located within a neighboring city of Gdansk, Sopot – most prestigious Polish resort city. Count 20 minutes by car to get to the shipyard.



New Superyacht 2013

NEW SUPERYACHT 2013 SUNREEF 80 GETTING READY FOR LAUNCHING

Commissioned by a European owner, the **Sunreef 80** will be made of an advanced composite sandwich combining epoxy-vinylester resin, PVC foam, fiber glass with carbon reinforcement for the hulls. The deck and the superstructure are carbon fibre, with a carbon mast and boom, standing rigging with Kevlar and total sail area of 340 m² weighing just 45T lightship and 60T fully loaded. Sunreef's engineering office produced a special weighing platform that will register all additional weight of the boat. All systems will also be optimized to minimize their weight. The sleek and sporty exterior line was designed carefully to reduce wind and water resistance.

The yacht is designed to comfortably accommodate 9 guests and 4 crew. The portside hull will be comprised of one guest cabin with a bathroom, a fully equipped galley and 4 crew cabins.

Construction on the yacht started in April 2012 after a couple of months of intensive design studies. For the first time, the hull was infused in a single attempt. It means a total infusion time of 1h 10 min to create a surface of 150m². Its lightweight structure and sleek and sporty line will guarantee high performance under sail in keeping with the fully customized design and layout.

“The deck and the superstructure are carbon fibre, with a carbon mast and boom, standing rigging with Kevlar and total sail area of 340 m² weighing just 45T lightship and 60T fully loaded”



Almost 9 months after the first infusion the hulls and the superstructure are completed. Finishing works are in progress in the interior of the yacht. Half of the hydraulic and mechanic systems are already installed. The carbon fiber mast is the next to be built as well as the boom by Sunreef's in-house technology department. The last weeks before the launching are dedicated to integrated testing and sea trials.

The **Sunreef 80** will be the first in a new composite superyacht series intended for owners who wish to enjoy fast sailing adventures without giving up comfort and fully customized interiors.

The first unit is due to be launched in June 2013.

“The Sunreef 80 will be the first in a new composite superyacht series intended for owners who wish to enjoy fast sailing adventures without giving up comfort and fully customized interiors”



NEW New Sunreef 70 Sail

Introduced to the market in 2009 with 10 units launched so far, the Sunreef 70 Sail went through major changes and is now ready for its relaunch. An extension of the hull length by 0,5 m in the front as well as a lighter, more spacious boom housing bigger sails results in even better performance of the yacht. It also has a new crossbeam which adds a new design touch to the sleek line of the yacht. The yacht is now 1m longer with a bigger Genoa and a bigger Main Sail. The main advantage of these modifications is a more comfortable cruising motion thanks to the longer and vertical bow.

The boat has already found enthusiasts from all over the world. Its designed for comfortable, remote cruising in all weather conditions. Two units are now under construction, one will soon depart for China and the second one for the USA.



Photo shoot



Sunreef 82 Houbara
in Cannes



Another Successful Antigua Charter Boat Show Behind Us

The annual Antigua Charter Boat Show took place this past December 2nd-9th 2012 and SYC could not have been more pleased with the event's outcome. The 2012 edition was just as special for Sunreef Yachts Charter as it was for Sunreef Yachts who exhibited five of its stunning constructions during the show: **IN THE WIND** 58 Sail, **ABUELO** 70 Power, **DAMRAK II** 70 Power, **SKYLARK** 70 Power, and **IPHARRA** 102 Sail. Four SYC brokers were on hand to inspect yachts and meet crews. Such a prosperous end to the year must be a preface to a successful new year! Now SYC is awaiting the MYBA charter show in Genoa, Italy scheduled from 29th April to 3rd of May 2013.



New Yacht Joining the SYC Fleet

Like every year, Sunreef Yachts Charter is pleased to announce the growth of the fleet and this season the new Sunreef 60 Power **WAÏY KUUKÀILE** will be the most spectacular addition.



Sistership

WAÏY KUUKÀILE, which means "the beginning" in Mayan, is one of the new yachts joining the fleet. It is not a coincidence that the Mexican owner chose the name for his new catamaran that will sail the deep waters of the Mayan Riviera where he also owns a luxury resort. The five-cabin powerboat will be available not only for the owner and his friends, but also for guests of his Cancún villas. The yacht will feature voluminous deck spaces with a fore deck for sunbathing, a sprawling aft for alfresco dining and a flybridge for lounging.

Sailing Catamaran CHE Continues Her Voyage Around the World



CHE has been circumnavigating the globe since her launch in the Summer of 2010. This past December she was available for charter in New Zealand and she is staying in the southern hemisphere to continue exploring remote locations. She will sail the waters of the South Pacific where she could be spotted in such tranquil destinations as Vanuatu, Fiji or the Tuamotu Islands.

These exotic locales seem to have been made for tranquil charter retreats ideal for recharging your batteries, soaking up the sun and admiring unspoiled landscapes.

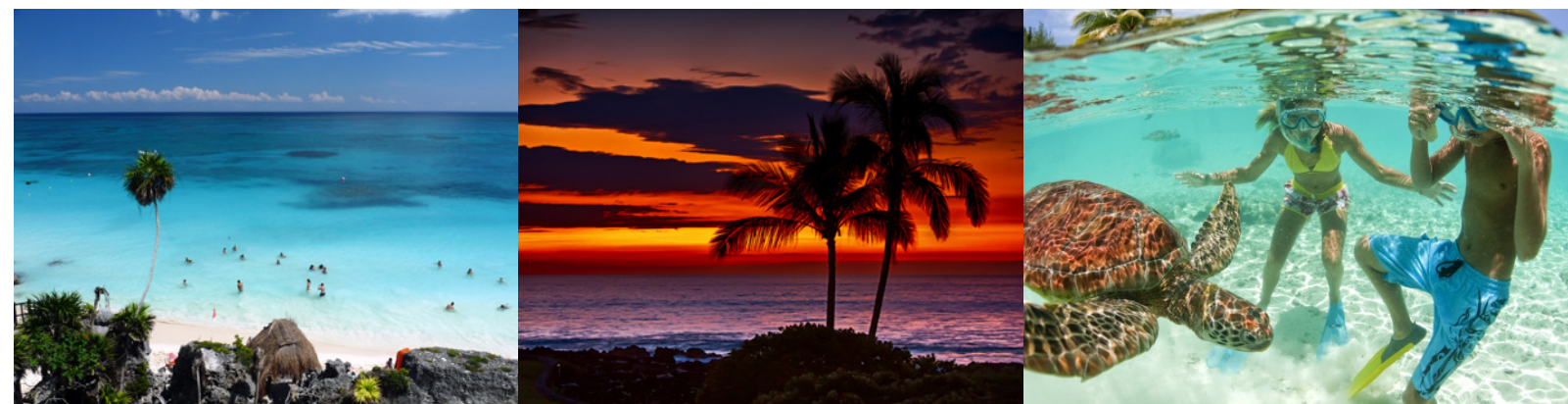


New Exotic Destinations

MEXICO - Mexico is an unparalleled charter destination that is a charming alternative to the popular Caribbean circuit. There are two major cruising grounds in Mexico, the Mexican Riviera on the west and the Mayan Riviera on the Caribbean coast where the new 60 Sunreef Power **WAÏY KUUKÀILE** will be based. Cancún on the Mayan Riviera is an internationally renowned tourist destination and probably the most well-known city in Mexico for all adventure seekers and entertainment enthusiasts. Dotted not only with ancient Mayan archaeological sites but also countless resorts, the ever sun-kissed city has more in store than you can imagine. Only a short sail away from the city is the Caribbean island of Cozumel whose main town of San Miguel has everything for serene retreats and fun-filled adventures.

HAWAII - CHE is not the only Sunreef vessel to discover secluded venues. The Sunreef 70 Sailing **POMAIIKA'I** will soon be cruising the archipelago of Hawaii. Due to the islands' isolation, originality and uniquely rich flora and fauna they are simply awe-inspiring. Year-round sunshine, favorable weather conditions and an exotic culture will be your reward for having chosen Hawaii as your next charter destination!

SOUTH PACIFIC - The South Pacific region is a growing charter market that has already endeared many sailing amateurs in search of remote locales, new adventures and unknown cultures. A charter vacation in Vanuatu, Fiji or the Tuamotu Islands will be a magnificent occasion for you to discover that the southern hemisphere has yet to offer.



INTERVIEW WITH Martha Lukasik

Sunreef Yachts USA Managing Director

How long have you been working at Sunreef Yachts?

I have been working at Sunreef Yachts for almost nine years.

As a person with such history within the group, what is your opinion on the brand's development over the years?

It's incredible how fast we have grown in such a short period of time. I think none of us was ready for such fast success... From a small company we have grown into a large and respected shipyard with worldwide presence. Starting at Sunreef I would have never thought that in a few years' time I would be responsible for running our office in USA, booking charters to the most powerful and demanding clients on the planet, assisting clients in their purchase process, helping them to make their dreams come true and eventually own their very own Sunreef yacht. We have achieved so much over these past years, most importantly we have shown that a catamaran does not necessarily need to be a plastic vessel with no interior design. Our yachts are now being recognized in the marinas all over the world and particularly appreciated for their modern shape, exclusive design and the original Sunreef touch. My clients who are following our vessels and the company's growth keep sending me photos of the Sunreef catamarans that they have seen in various destinations. I truly believe that we have achieved a lot and that is why I am even more optimistic about the future of the company.

How did your career evolve at SY?

When I first joined Sunreef Yachts, the charter division didn't exist, I started building up Sunreef Yachts Charter department, establishing the brand name and finally taking an active part in creating Sunreef Yachts Charter company based in Poland. After three and a half years, the decision was taken to extend even further and open SYC USA. The company gave me a great opportunity to evolve and to implement all my ideas and what is so important



to me as I put all my heart into building the charter company and later creating SY USA, as well as working hard on bringing the brand to the worldwide recognition as a well-established and reputable company.

I can say that my dream came through and now it is a matter of keeping up with good work, putting even more energy into the new, exciting projects and working on bringing more and more new happy owners to our Sunreef family! It is very important for me that I am closely working with clients on their projects from the scratch and I can advise them on every single detail – this all makes my job the most exciting I could ever dream of.

How is Sunreef Yachts Charter doing today?

Sunreef Yachts Charter is doing very well! We manage the fleet of 20 Sunreef luxury catamarans and we are awaiting new Sunreefs to join the division in 2013. We do as well a lot of bookings on much larger power yachts. Sunreef Yachts is full member of FYBA and MYBA, where I am also an individual member. That gave us a huge help in terms of reputation and connection with most important charter brokers. Over the past years we have created a great data base of repeat clients and I am looking forward to see SYC expanding even more.

In what way SY USA adds value to the SY brand?

The importance of having the company that is based in USA is of a great value indeed. The office has been open for almost three years and now Sunreef Yachts is very well known not only throughout North America

but also South America. For most of the US clients it's important to be able to call and discuss their projects with someone based in US, or simply come to our office in Fort Lauderdale and speak in person. Also, we can quickly and easily manage all the yachts that are based for the winter in the Caribbean and there are more and more of them each year. Being able to manage the marketing and work on the sales strategy for US clients would be more complicated without the permanent presence here.

What are the US office main duties?

As far as the yacht sales and charter is concerned, the main duties would be to assist the clients interested in purchasing a Sunreef yacht, work with brokers, manage existing yachts in our Yacht Management program, work on marketing strategy for SY and SYC USA, assist charter clients and charter brokers and of course organizing the most important boat shows in both Americas.

How many people work with you?

I work with two amazing Sunreef Yachts Charter teams, one based in the US and one based in Poland with the total of nine people. I also work very closely with most of the colleagues who work at the Sunreef shipyard, a total of which has now reached 450 people.

What is your vision for the US office' expansion?

The Sunreef Yachts brand is already very well known in USA and now we should focus on expanding more the market in South America. Therefore, I would definitely like to spend more time there and take a closer look at the blossoming market in this area for both sailing and power catamarans. A special attention should be given to the Mexican market, especially when power catamarans are concerned. My vision is to focus on strategic clients interested in building larger catamarans as many owners of traditional yachts are inspired and more open to an idea of a multihull luxury vessel with interior design resembling to traditional luxury yachts: elegant, modern and sleek, not to mention the eco-friendly aspect that the power cats are so much appreciated for.

How about South America expansion, what ideas do you have?

As I mentioned earlier, South America is a very im-

portant market for catamarans. I think that in that region the most important are the personal relations with clients. Marketing and advertisement itself is not enough. The clients are putting trust in the person they are dealing with and selling a boat over the phone or email will not work. You need to go and reach out to the client and get to know them and their sailing plan and to understand their dream. They need to see the product before they decide to proceed with the purchase and they will rely on your opinions and advices. I do enjoy a lot working with clients from South America as they are wonderful, warm and honorable people. It is a pleasure to work with them. As for Central America, next year we will have the very first 60 Sunreef Power arriving to the Riviera Maya and I think that it will be the beginning of a great success in this fantastic country. At the moment I am working with clients from Brazil, Argentina and Panama and I already know that the year 2013 will be very important as well as very busy for the Sunreef Yachts USA!

What is your ideal cruising area?

I do enjoy more of the remote destinations rather than crowded and noisy marinas; I would choose Galapagos, South Pacific and Alaska. However, I would not turn down a nice cruise in the Caribbean or Turkey!

What would your ideal yacht cruise look like?

Definitely a modern and luxury catamaran, with minimalist yet warm interior design. A lot of open spaces would be a must! Large and open fly bridge with comfortable sunbeds, water toys and a smiling and friendly crew on board.

However, I would have hard time deciding whether I would go for a power or a sailing catamaran as I like both concepts, yet recently I have been more and more intrigued by the idea of a power catamaran.

How do you relax after work?

I am a very active person so sitting on the sofa and doing nothing is not for me. I do love workouts, especially martial arts, I am now testing for my 3rd black belt, this time in Taekwondo. I read a lot and travel even more and when I have few minutes to relax I enjoy cuddling with my four Russian blue cats.

Sunreef Yachts Worldwide

SUNREEF YACHTS in China

Sunreef 中国

Celebrating its 10th anniversary in all splendor at 2012 Festival de la Plaisance de Cannes, the Sunreef Yachts shipyard is quickly spreading wings all over the world. Headquartered in Poland, with a US office in Fort Lauderdale and a newly appointed China office in Shanghai give the company the possibility to assist clients in Europe, the Americas and Asia.

After having ensured a consistent promotion in Europe and the US, the company has now decided to take a closer look into Asia and China in particular. With a population of 1.3 billion people and the size of the country equaling the whole Europe, Sunreef Yachts is very enthusiastic about this next step in the brand's global expansion.

Sunreef Yachts China will operate from Shanghai and supervise all Marketing and Sales in China and Hong Kong. This means working with only the best dealers and also directly with Clients to promote the brand through an intense campaign featuring events and media. **Sunreef Yachts China** will take part at the Hainan Rendezvous in Sanya in March 2013, at the China International Boat Show in Shanghai in April 2013, at the Hong Kong Gold Coast Boat Show in May 2013 and then at the SI-BEX (Shenzhen) October 2013, Xiamen Boat Show and Top Marques Macao in November 2013. All these shows except the Shanghai one will include the presentation of the new **Sunreef 70 Sail** sold to a Chinese Client and scheduled for delivery in March 2013 after which it will be exhibited as a worldwide premiere at the HRDV 2013 in Sanya.

This superb -blood-red hulled luxury catamaran enchants with its subtle oriental interior design and a great performance in sailing, keeping with the spaciousness and stability of a catamaran. Sea trials and private events will be organized to help understand this still blossoming yachting market, the full potential for a catamaran-yacht. The company is confident that in the near future more and more Sunreefs will be seen in the Chi-



Sunreef游艇在上海设立办事处

nese marinas, and that goes for both sailing and power. **Sunreef Yachts China** office is located within most exclusive plaza in the central Shanghai, Puxi, the Plaza 66 composed of a high end luxury shopping mall on the first 6 floors featuring brands like Chanel, Prada, Roberto Cavalli, Dior, Dolce Gabbana, Gucci, and many more, and two office towers.

The office will be managed by Sunreef's Marketing and Sales Director for China, Ewa Stachurska.

Full address: **Sunreef Yachts China, Plaza 66, Tower 2, 15/F, room 1547, 1266 Nanjin West Road, Jing'an District, Shanghai, China**

Sunreef Yachts 中国
上海市恒隆广场南京西路1266号恒隆广场二座15楼1547室



Ewa Stachurska

Special Occasion

Francis Lapp and Sunreef Yachts Big Christmas Celebrations

On December 17th 2012, annual Christmas celebrations took place at the Sunreef Yachts shipyard combined with two important occasions: the 10th anniversary of the shipyard and the 20th anniversary of the arrival of its founder and President, Francis Lapp to Poland to settle down and run his business.



All Sunreef employees, local officials, VIP's and media came together to raise a toast to Francis Lapp and Sunreef Yachts. During the ceremony special awards were given to the company's most loyal and supportive friends such as former President of Poland Mr Lech Walesa, the President of Gdansk Mr Pawel Adamowicz and a famous Polish sportsman, Dariusz Michalczewski.



Also, some of the best shipyard workers were rewarded for their loyalty, determination and hard work during the past year. 2013 is expected to be another successful year full of challenges for the company.



World leader in luxury catamarans charter



 Sunreef Yachts Charter

SAILING CATAMARANS - POWER YACHTS - NEW DESTINATIONS



www.sunreef-charter.com

charter@sunreef-charter.com