

THE YACHT

report

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IN BUILD

ANTALYA-BASED superyacht builder Sunrise Yachts, founded by German entrepreneur Herbert P. Baum and Guillaume Roché, have sold their hull no. 0181,

named as *Africa* – the Sunrise 45m and the first vessel of the series – to a Swiss-based client who has regularly chartered yachts for years and finally opted for ownership.

The availability of the yacht for the 2009 summer season, as well as the aggressive marketing plan projected to build up the Sunrise Yachts brand helped the owner to trust Sunrise with the construction of his first yacht. Herbert P. Baum stated: “The market, and the industry in general, will scrutinise our first vessel with an unforgiving eye; hence the critical importance for Sunrise to deliver the highest quality yacht with this first project”. In the current state of the market it is also encouraging to see such a new venture and that business is still flourishing for such an endeavour.

The first Sunrise 45m, designed by the late Paolo Scanu and interior design by Franck Darnet, is a full displacement, long-range motoryacht, with a high-tensile steel hull and aluminium superstructure, powered by two MTU 12V 2000 M70 engines – built to Lloyd’s and MCA requirements. A sister ship is also under construction, with deliveries scheduled in June 2009 and December 2009 respectively.

As a further string to their bow, Sunrise Yachts have also come to an agreement with Espen Oeino to design a



A New Dawn for Sunrise Yachts

new series of motoryachts for them, which will undoubtedly raise their profile even more. Based on market trends, inquiries received over the last 12

months and the

shipyard capabilities, the new Sunrise/Oeino Series will include three designs: a 45m (extendable to 50m), a 55m (extendable to 60m) and a 65m flagship. The designs, which will be introduced in spring 2009, will integrate what they term as “innovative uses of space, light, style and unique design and technical features that will surely not go unnoticed”.

www.sunriseyachts.com

