

THE NUMBERS OF SUCCESS: ABSOLUTE YACHTS TALKS ABOUT ITSELF AND UNVEILS THE 2020 NOVELTIES

BIG BOATS AND SUPERYACHTS, BOATANDBOATS MOTOR / BY MICHELE DWAMENA / OCT 03, 2019

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Absolute Yachts talks about itself: the numbers, the new boats and the best dealers

The Italian shipyard joined the last Cannes Yachting Festival with 11 boats: docked next to each other, they formed a long white line that successfully dominated the scene in the crowded Port Vieux.

But if having signaled the large turnout in the booth of the Italian shipyard had not been enough, Absolute Yachts has wanted to dispel any doubt: **the shipyard has taken off its mask and showed all its numbers**. The growth is constant and continuous.

The growth numbers



From 2012 until today, the growth of the Italian shipyard has been a very important one. Even during the boating crisis, **Absolute Yachts never stopped investing and innovating** in the segment of boats from 12 to 24 meters. And it's thanks to this determination and ability of remaining faithful to its own vision that a solid and constant growth has materialized over the years.

In 2013, the turnover of the Italian shipyard increased by 23% compared to the previous year while 2015 ended with a 57.4% increase in the turnover compared to 2014. In 2016, the growth reached 38.5 % while 2018 registered a 25.4% increase compared to 2017. This year, Absolute Yachts has already grown with a **19% increase in revenue while waiting for the final budget**.

Another interesting element that clearly indicates the growth of the company is, undoubtedly, the virtuous circle of sales. Progressively with the turnover increase, Absolute Yachts has registered **an increase in the sales of big boats**, as a proof of the quality of its yachts: this has enabled the company to grow even more and set even more ambitious goals.

Absolute in the world

Absolute Yachts is an international company, its brand is spread all over the world thanks to the numerous commercial agreements with foreign countries. Suffice it to say that only 5% of sales in Europe involves Italy. Thanks to an excellent dealer network, indeed, Absolute Yachts sells boats that are appreciated throughout Europe: 45.4% of sales are concluded in Europe and 31.3% of them concern the American market. 13.5% of sales, instead, take place in the Middle East, 4.5% in Eastern Europe, 4.3% in Asia and 1% in Oceania.

The important international success of Absolute Yachts is also to be attributed to its dealers, which have proved to be effective and skilled both during the sale and the post-sales services.

This is why Absolute Yachts, at the end of the conference, gave the Absolute Yachts Top Dealer 2019 Award to the two figures that stood out the most during the year: **Michael Costa** (SeaNet) for the Best Brand Ambassador category, and **Gimmy Valente** (Adriatic Wave) for the Best After-Sales Services category.



Absolute Yachts Awards

Absolute Yachts has built its success thanks to a strong team, made up of talents **with a clear and shared philosophy** linked the pursuit of the absolute and of perfection.



Absolute Yachts has also collected several international awards as a company. One of these was attributed by the **London Stock Exchange Group**, a company that controls the London Stock Exchange and the Italian Stock Exchange: Absolute was in fact considered as one of the **"1000 Companies to Inspire Europe"**, in a report dedicated to European small and medium-sized companies not listed on the Stock Exchange.

The Absolute company counted several equally prestigious mentions: **"Export2Succeed"**, as export leader, in the initiative launched by UPS in collaboration with *L'Imprenditore*, among the **"500 Champion"** of growth in Italy in the research carried out by the financial analysts of *L'Economia del Corriere della Sera* and among the 350 companies **"Leader of Growth"** in the study conducted by the *Sole 24 Ore*. A

palmares of great satisfaction for a company that was born and grown in Italy.

The novelties unveiled

During the conference at the Cannes Yachting Festival, Absolute Yachts also announced some of its new models. Waiting for further details, the company therefore unveiled the upcoming protagonists of the sea: **a restyling of the Navetta 52** fitted with D6 IPS 650 propulsion and the **new Navetta 64**.

You'll have to be a little patient: both boats will be unveiled in 2020.



Michele Dwamena

Nacido en la provincia boscosa, siempre he perseguido significados y palabras. Escribir es dibujar, componer imágenes, observar allí, al final, donde el cielo encuentra el proa.