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DATA Fourth Absolute dealer conference highlights new models, company growth

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The Italian builder has reported double-digit percentage growth over the past five years

The fourth annual Absolute dealer meeting took place in late June at its shipyard in Podenzano with a gathering of 32 companies from its international dealer base. The Italian builder showcased its newest model, the Navetta 73 as well as the Absolute 58 Fly, which was launched in May.

The Italian builder has signed dealers in countries where it had no previous distribution, including Monaco, Poland, Cyprus, and Russia. It also enlarged its dealer bases in Italy, France and The Netherlands.

The meeting gave dealers a chance for an in-depth view of the new shipyard and see the technical developments at the company. The first day ended with a dinner that highlighted “Made in Italy” flavors. The second day was devoted to marketing topics, specifically on its promotional advertising campaigns for the upcoming boat-selling season. The company also spoke about its consistent growth in sales as it continues to build an international dealer base.

The company launched the Absolute Global Project six years ago that included an aggressive new-product development schedule and the new facility in Podenzano that allowed them to increase production and the size of yachts. At a press conference last February, Absolute said that in 2016-17, company sales were up 17% compared to the previous year. The year before, sales were up 39%. In 2014, growth was 56%.

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The volume boats under construction also increased during the five-year period, up 15% last year, 19% for 2015-2016, and 29% 2014-2015.

Staff size was up 22% in the last year, while in 2015 grew 12%. In 2014, the head count rose 41% and in 2013 38%. Absolute confirmed these figures to IBI and said it would release new figures at the Cannes show. "Our sales network is always growing," said the representative. "For this upcoming season, we have specific growth plans for the Asia-Pacific area."

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