

# A Quality Achievement That Crowns A 4-Years Development Project

Going back to 2011, who could have thought that Absolute would have achieved such a list of accolades thanks to Flybridges and “Navettas”? In a word, Absolute was a well-known and appreciated manufacturer of sport cruisers, indeed very innovative, but nothing more distant from the design and features of the current products range that is so successful nowadays.

Once more, the astonishing creativeness, the generous engagement and the amazing energy of the Absolute team demonstrates that the best reaction against the crisis is *“work, work, and again work”*.

By the end of 2011, we have decided to start the “Absolute Global Project”.

“Global” means: from Piacenza to the whole worldwide market, our presence shall be established in a growing number of Countries, by selecting skilled and well-reputed dealers who represent us with the clientele.

“Global” means: the features and the performances (in the broadest sense) of our yachts shall match the expectations and specific needs of different cultures, different lifestyles, different weather and marine environments.

Thus we made a big turn with our rudder, by steering towards the concepts of flybridged motoryachts and by creating the new concept of “Navetta”.

The latest creation belonging to our “Global Project” is the “Absolute 50FLY”. Inspired by the legendary experiences of Mr. Angelo Gobbi, and strengthened by the innovative techniques of Mr. Sergio Maggi, this 50-footer implements the best of our Italian style.

At the opening of the Boot “Düsseldorf boat show 2017”, during the “gala soiree” at the Convention Center, a skilled jury of 10 chief editors specialized in the marine industry and coming from all over Europe has voted the **“Absolute 50FLY”** as the **best European motoryachts of 2017**. They said: *“The Absolute 50 Fly represents a perfect mix of Italian design, remarkable spaces, safe performances and easy handling. Despite a length below 50 feet, the boat offers a comfort level and sizes worthy of higher categories”*.

This success didn't happened by chance. Rather, this is the outcomes of a long path, that lasted during the last 4 years, when Absolute has created an astonishing sequence of flybridged motor yachts, from 40 up to 72 feet and, among the others, some of them have received other international accolades, including the “Yacht Trophy Awards” (53FLY-2011, 72FLY-2012), the “Motorboat Award” (N58-2015) and the “Boat of the Year” (N52-2016).

So, the “Absolute 50FLY” is the most recent expression of our genuine and unique passion for the sea and for boaters. Those who are in tune with this valor will appreciate her, as it has been recognized by the jury. [MS](#)

