



Greenline galvanises its hybrid focus and sells NEO to Bavaria Yachts

Begunje, Slovenia – January 2020

In line with Greenline Yachts' vision to be the most innovative and responsible boat brand in the world, its NEO range of outboard sportsboats has been sold to Bavaria Yachts.

Bavaria Yachts, a shipyard with which Greenline Yachts shares a strong relationship, has procured all rights to the construction of the NEO as well the moulds and tooling and will begin production at its Giebelstadt facility in September 2020.

Though the NEO is an award-nominated product that Greenline still believes in, the decision by the Slovenian yard to sell the concept is a strategic one in light of its major focus on hybrid propulsion, sustainability and responsible boating. The NEO is the only model in the current Greenline range that is not available as a hybrid.

Greenline's hybrid capabilities continue to revolutionise the market, a fact reinforced by fantastic sales at Boot Düsseldorf 2020 where 80% of orders taken were for boats fitted with the H-Drive Hybrid system.

Luca Meffle, Head of Sales and Marketing at SVP Yachts, Greenline's parent company, says: "We are very happy that our NEO found a suitable new owner in Bavaria. We still believe in this project and we are excited to see how Bavaria will push the NEO to another level with its knowledge of serial production.

"Over the past year at Greenline Yachts we have sharpened our strategy to focus on alternative propulsion systems and green technologies supporting the idea of responsible boating. Therefore it was a logical step to find a new shipyard to continue NEO's success story."

Greenline will stop producing the NEO in March after which its range will boast seven models from 9.99m (32ft 8in) to 20.8m (68ft 2in) all available with hybrid or full electric propulsion.

Michael Müller, CEO of Bavaria Yachts, commented: "In recent years the market segment for day cruisers with outboards has grown strongly, particularly in the USA and Europe, and will continue to grow in the coming years.

"With our new day cruiser, we want to tap further customer groups and complete our portfolio of models. Due to the acquisition of the NEO concept and its further development, we will be able to present a new model as early as this year."

For additional information please contact: Luca Meffle, Head of Sales and Marketing, luca@svpyachts.com

www.greenlinehybrid.si