



Dear Sailing friend,

Following a successful start to the new boat show season, we have been pleased to welcome various new partners to our network. Although the market climate remains quite challenging for the marine industry, Moody has managed to grow faster than the overall market rate and we expect to continue to do so in the coming year. The fact that Moody is gaining market share among experienced sailors and that our products and pricing are clearly meeting market expectations are further reasons for optimism.

This autumn saw the majority of company shares be transferred from our founder Michael Schmidt to Aurelius invest AG. Aurelius is committed to providing intensive support on all fronts in order to further improve our procedures and technologies. With our strong, reliable and highly experienced partners, we are confident that Moody will grow as planned and provide an excellent service to owners around the world.

Another recent development is the completion of the modifications to the Moody AC line. Our goal in doing so was to offer an even more timeless design and continue to meet client wishes. We presented several of these new-look boats at the most recent shows and they were received with great enthusiasm by dealers and clients alike.

So now it is on to the upcoming boat shows – we hope to see you very soon!

Kind regards




Tjil Hetterschijt
Brand Manger Moody

Meet us in...

Come meet us at the upcoming boat shows! Next up are **Paris**, where we will be showcasing a Moody AC41 and DS45, **London** with an AC41, and **Düsseldorf** with a DS62, DS45 and AC41. Feel free to contact us if you would like to make an appointment in advance.

► Events Calendar

3. – 11. Dez 2011

Nautic - Salon Nautique International de Paris
Paris – France

6. – 15. Jan 2012

London Boat Show
London – Great Britain

21. – 29. Jan 2012

boot Düsseldorf
Düsseldorf – Germany

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Moody – well-known all over Europe

Autumn boat shows a great success

The Moody tour team has been back on the road at boat shows in Scandinavia, the Netherlands, France, the UK, Germany and Italy. While weather conditions varied tremendously, a consistent theme at each event were the highly enthusiastic reactions of visitors to our stands. Moody partners in the different countries have all been very active and managed to sell a good number of boats despite the economic downturn, ensuring a well-furnished order book for this winter period. We would like to thank our partners all over the world for performing so well. Of course, the boat show season is not over yet, and with shows coming up in Paris, London and Düsseldorf, we look forward to a very prosperous year ahead.



Moody back in USA

'Best newcomer' Award – Decksaloon 45

Last September, Moody made its comeback in the USA after a nearly ten-year absence from this market. At the Newport boat show, which is backed by an impressive sailing culture heritage, we introduced the Moody AC45 and Moody DS45. The DS was chosen as 'best newcomer' at the show and received the corresponding award. The boats were very well received by the visitors, many of whom expressed surprise at our highly competitive pricing.

With the first boats already sold and a new dealer in place, we are quietly confident of future success. Both boats will be available for viewing this autumn, when they will also embark on their sea trials. Furthermore, we will take the AC45 and Moody DS45 out with journalists from local magazines to give them an impression of what we believe are the best cruising boats in the segment. This will help the new dealers get started in the best way and we wish them every success!



New partners in the network

Diamond Yachts and Südost Yachting

We are pleased to announce that Diamond Yachts will be the new Moody dealer for north and central Germany. We also have a new partner for southern Germany, Südost Yachting.

Diamond Yachts has extensive experience in selling various types of yachts, and we are delighted to have them as our partner for Germany. Their office in Laboe on the Baltic Sea coast features a beautiful glass showroom. The location, at the eastern end of the Kiel Canal, is unique and easy to reach by both car and boat. Managing director Dines Pontoppidan and his team were present at the Hamburg boat show at the end of October and will also attend the upcoming Boot Düsseldorf.

Meanwhile, Südost Yachting will be an excellent partner for the various brands of the Hanse Group, including Moody. Managing Director Heiner Neubaur presides over one of Europe's best-looking showrooms in Bernau, southern Germany. This space will present the Moody DS45 and other brands in the best possible light. All the facilities can be easily reached from the motorway close to Munich. Heiner and his team were also present at the Hamburg boat show to cater to all clients from southern Germany, Austria and Switzerland, and will naturally also attend Boot Düsseldorf.



No more blank spots

Singapore on the map for Moody

In a landmark moment for the Moody brand, we recently sold our first boat to Singapore. Here too we have appointed a new local partner - Alan Pickering of Prometheus Marine, a locally renowned broker with a great deal of experience. In addition to Moody, Prometheus works with several different brands and has a large database of potential clients. The Moody 45DS will be shown at the Singapore and Phuket boat shows, and we are expecting further success.



To Russia with love

Dynamic Russian market

From its base in St Petersburg, Nord Star Yachting has become the new dealer for Moody in Russia. The Russian market is still very dynamic, and our luxury products are popular. Nord Star has been in the business for many years and is well connected in its home country. Managing Director Boris Lashkov is very happy to be involved with sailing boats, and has already made an excellent start by selling a Moody DS62. Boris and his team attended the Cannes boat show and will also visit Düsseldorf.



Superior interior & exterior

Upgrade for AC line

This year we have upgraded the AC line, further enhancing its timeless elegance. By changing colours and window shapes, the boats were given a fresh new appearance. Furthermore we have made numerous upgrades to the interior in accordance with feedback we received from owners. Moody places a high value on client input and remarks, and the new AC line is proof positive of the benefits this offers in practice.