

BMW Group

DesignworksUSA

Press Release

World Premiere for Yacht Builder Zeydon and “BMW Group DesignworksUSA”.

BMW Group design subsidiary and Belgian start-up present the new luxury performance cruiser Zeydon Z60 at the scenes of Les Voiles de Saint-Tropez and at the Yacht Club Italiano during the Genoa Boat Show 2008.

Munich, 18 September 2008. Fascinating design, superior performance and maximum comfort are the hallmarks of a new generation of offshore yachts that Belgian boat builder Zeydon will be presenting in France and Italy this fall. In spring 2004, when the up-and-coming company developed its first yacht, the Zeydon Z60, the Belgian specialist established a long-term, close cooperation with a design partner that has been renowned for its emotional and innovative premium design: “BMW Group DesignworksUSA”. The independent design subsidiary of the BMW Group has been involved in automotive as well as other cross-segmental design projects from a variety of different industries. The global studio impressed Zeydon with its extraordinary design competence and was subsequently commissioned to bring to life Zeydon’s vision of establishing a completely new category of performance-oriented luxury yachts.

Working in close cooperation with Zeydon, “BMW Group DesignworksUSA” was required to develop an all-out offshore yacht of the 60-foot class that was to combine the sailing potential of a performance offshore yacht with the substantial equipment range and unaffected elegance of a modern luxury cruiser. First and foremost, the design was to directly express this innovative combination of attributes as the yacht’s characteristic feature. In order to ensure that the design and product development emerged from a virtually organic process, the design studio was deliberately involved already in the early conception stage and played a major role in the entire development process. The result of this joint and unusually close cooperation is an extraordinary yacht of outstandingly high design quality, which will be presented by both partners at the scenes of Les Voiles de Saint-Tropez from 30 September through 4 October and at the Yachtclub Italiano during the Genoa Boat Show from 7 October through 12 October.

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Perfect match: Zeydon and “BMW Group DesignworksUSA”

Zeydon is an innovative newcomer among European shipyards. Its founders, Ben Van Hool and David Van Nieuwenhove, have fitted the young company with their comprehensive pool of experiences from a related mobility segment. Zeydon is distinguished by a progressive approach to yachting applications that is second to none in the industry. Accordingly, it has become an integral part of Zeydon’s corporate philosophy to take a new approach to conventional assumptions and established construction and production principles and to develop these further. As part of this strategy, the team will systematically weigh up all potential possibilities for transferring knowledge from related mobility segments to the yachting application at hand. Therefore, “BMW Group DesignworksUSA” with its unique design principle of “cross-fertilization” was an obvious and appropriate partner. The studio’s specific approach was the perfect complement to Zeydon’s philosophy of idea transfers from other mobility segments to yachting applications. The principle of “cross fertilization” refers to the process of cross-industry knowledge transfer. “Our great strength lies in the fact that for decades we have been working for top clients in a great variety of industries and over all this time we have always been closely linked to the BMW Group.”, says Laurenz Schaffer, director of DesignworksUSA’s Munich studio. “Therefore we have a comprehensive and cross-industrial understanding of mobility which enables us to transfer knowledge and experience from the most complex and visionary automobile area into other industries. While doing so, our designers get inspired and experienced through the work for an interesting array of premium brands and products and effectively enable themselves to infuse the design studios of the three BMW Group brands from the outside with their inspirational thinking. That’s cross fertilization”, says Schaffer.

The special ability of developing tailor-made design concepts in this way made “BMW Group DesignworksUSA” the perfect partner for Zeydon and the development of the extraordinary Z60. “Choosing the right design partner was one of the most crucial decisions we had to make over the past years. Obviously, we were well aware of the fact that the design of the first yacht would also determine the whole identity of the new Zeydon shipyard,” says Ben van Hool, Zeydon’s founder.

Zeydon design: Character all down the line.

The design of the Zeydon Z60 yacht expresses the extraordinary boatbuilding concept in a striking, elegant and direct manner. The hydrodynamics and the hull design were developed in close cooperation with yacht and boat designer Peter Bosgraaf. Even below the waterline, the Zeydon presents its perfect synthesis of performance and aesthetics. The styling of the hull and the superstructures convey pure dynamics and exhibit maximum design perfection in every detail of the boatbuilding design: the exterior of the Z60 presents regatta-oriented functionality, outstanding seaworthiness and a generously designed deck area. The interior surprises with an equipment range that is commonly associated with much larger yachts and impresses the beholder with the systematic deployment of high-grade materials and design with a focus on precision and perfect functionality right down to the smallest detail. This approach visibly dissolves the dualism of performance and comfort that has been prevalent in the boatbuilding segment and seamlessly merges both concepts, thus creating a convincing overall design.

Zeydon also required the Z60's design to create conspicuous, individual character features, which were to set the yacht clearly apart from the competition and ensure that it could invariably be identified as a Zeydon. Therefore, the yacht received its unique, prominent character lines, which guarantee that it is recognizable at a glance. "This project was a wonderful opportunity to launch a new brand in the boatbuilding segment. Due to its innovative and emblematic form language, the Z60 can always be identified as a Zeydon and as a yacht with premium performance potential, even from a distance. Moreover, the Z60 is an impressive example of the unique brand building potential of design," says Laurenz Schaffer, head of the Munich-based European office of "BMW Group DesignworksUSA".

The WYSIWYG Performance: What You See Is What You Get.

Following the development of the design concept and the completion of a prolonged, perfection-driven joint production phase, Zeydon finally set out to prove the successful implementation of all aspired performance characteristics at competitive level when the yacht was presented offshore in July 2008: in all tests conducted so far, the Zeydon Z60 has performed flawlessly. On average, the Z60 is faster than 13 knots, which is the speed calculated during model tests, and achieves downwind speeds of up to 23 knots. The yacht tracks 23° close to the wind at a reasonable speed of 10 knots and easily accelerates to speeds of between 10 to 13 knots when driven by an engine.

The customer will discover a unique yacht with a spacious, comfortable and relaxing feel and he or she will certainly experience the Z60 to be both easy and sportsmanlike sailing, emanating reliability and luxury. From its construction, to its mechanical systems, to its electronics package, even to the way it has been designed, a Zeydon is likely one of the most innovative 60-footers ever built.

It is no surprise that Zeydon chose a breathtaking shade of blue for their first yacht to be presented to the public this fall, a rather clear statement of the boat builder's focus on innovation and the aspiration to bring a fresh breeze to the yachting segment. "Zeydon is different – we chose the color blue because it perfectly communicates the characteristics that determine our corporate identity: progressiveness, originality, courage, strict authenticity and infinite emotion" van Hool explains. Zeydon has announced its plans to build between five and eight yachts every year.

Zeydon – Up-and-coming Belgian yacht yard.

Zeydon is a Belgian boat builder, building semi-custom luxury sailing yachts, with a unique design ranging from 60 to 100 foot. Zeydon was established in 2004 in Antwerp, Belgium and is proud to finally put Antwerp, a world port and diamond centre and a city of fashion designers onto the world map of high quality and luxury sailing yacht builders. Zeydon was founded by transportation expert Ben van Hool who together with his team developed a highly distinctive company vision about a contemporary relevant and advanced state-of-the-art sailing yacht. The people at Zeydon have in their hearts a passion for a job well done, and continue to believe in the combination of constant innovation and know-how. It is the belief of Zeydon, that anyone whose heart is set on devotion to work and to do a good job can only choose to work with people and suppliers that show the same spiritual affinity and have the same reciprocal trust and esteem.

"BMW Group DesignworksUSA" – Design perfection beyond the spotlight.

"BMW Group DesignworksUSA" is a subsidiary of BMW Group. Founded in 1975 in L.A., the center of the vibrant Californian lifestyle and design industry, the studio, then called "Designworks USA", implemented its first projects for BMW Group as early as the 1980s. Even during its starting years, the portfolio of the design studio featured top brands such as Nokia or HP. The studio has always been renowned for its fascinating mixture of strategic competence, sensitive intuition and unlimited creativity and ultimately convinced Zeydon with its passionate designs.

Meanwhile, the company, which was taken over by BMW Group in 1995, operates three studios in Europe, the US and Asia and acts both as a source of

inspiration for individual BMW Group brand design studios and as an innovative driving force for a variety of renowned customers from different segments such as IT and consumer electronics, the aerospace, medical, environmental, lifestyle and sports industry. While the design studio inspires BMW Group design, it also brings to bear the experience and insights gained during its work for customers from the complex and visionary automotive industry on design projects for customers from other industrial segments.

The main ingredient of the agency's recipe for success is the ability to develop design concepts that express the individual, unmistakable identity of any specific brand by defining a self-contained design language and translating the sum total of all brand facets into a strong, design-driven product experience. The design identity of the Zeydon brand is an impressive and successful example of this approach.

For more images than attached in the mail please follow the link below:

<http://www.zeydon.com/pressroom/>

If you have any inquiries or wish to request photos, please contact:

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