



Hanse 360 Sales Manual and new Hanse Website

Andreas Unger

Hanse 
BREAKING RULES . SETTING TRENDS

18.01.24

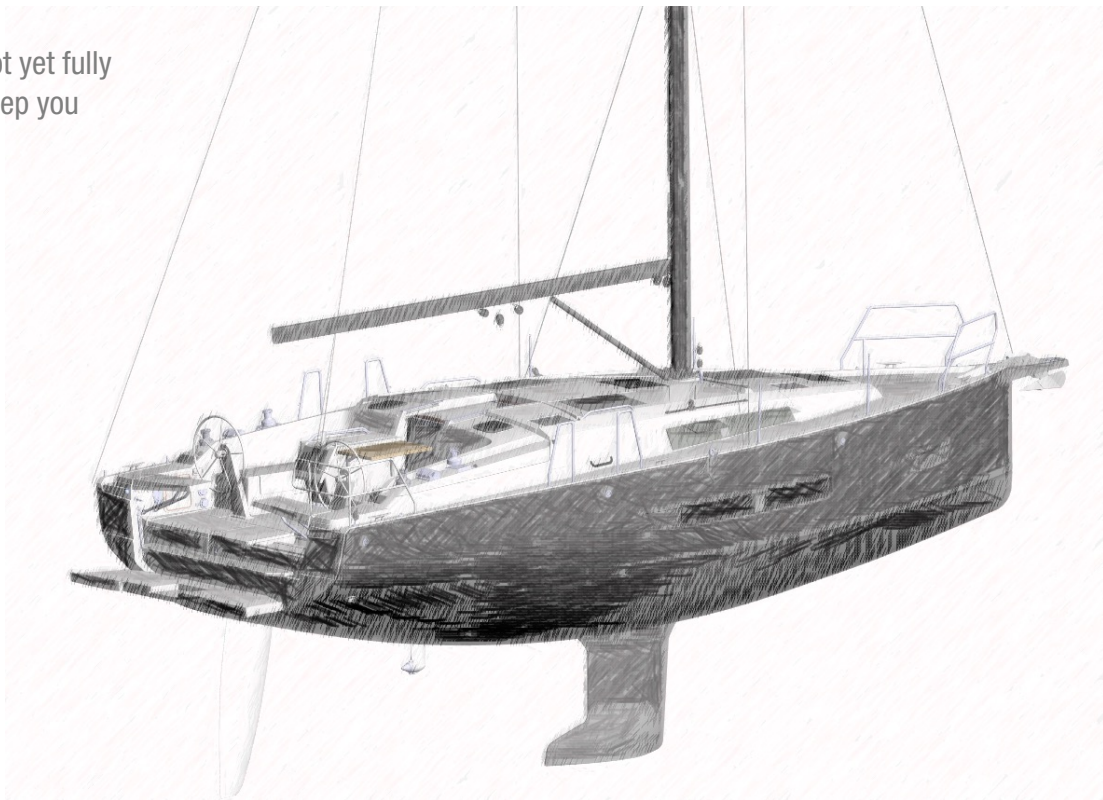
1. Introduction
2. Sales Manual
3. Roadmap



Ladies and Gentlemen

Please be aware that this is a preliminary edition of the sales manual for our new Hanse 360.

This file still contains many details that are not yet fully elaborated, so I will update it regularly and keep you informed about the latest developments.



Andreas Unger
Product Manager

Introduction

Now, that we have so successfully modernised our fleet, we also wanted to expand the portfolio downwards.

The teams at Berret-Racoupeau and Hanseyachts put a lot of thought into this in order to transfer the successful attributes of the new boats to the 10.6 metre hull length.

I am very satisfied with the result, we have fulfilled all requirements perfectly, whether you look at it from the customer's point of view, from the dealer's point of view, from the production point of view or from the product manager's point of view, it is always a perfect package, for which I would like to take this opportunity to thank everyone involved.



Isabelle Racoupeau



Olivier Racoupeau

berret • ra(oupeau





1. Introduction
2. Sales Manual
3. Roadmap







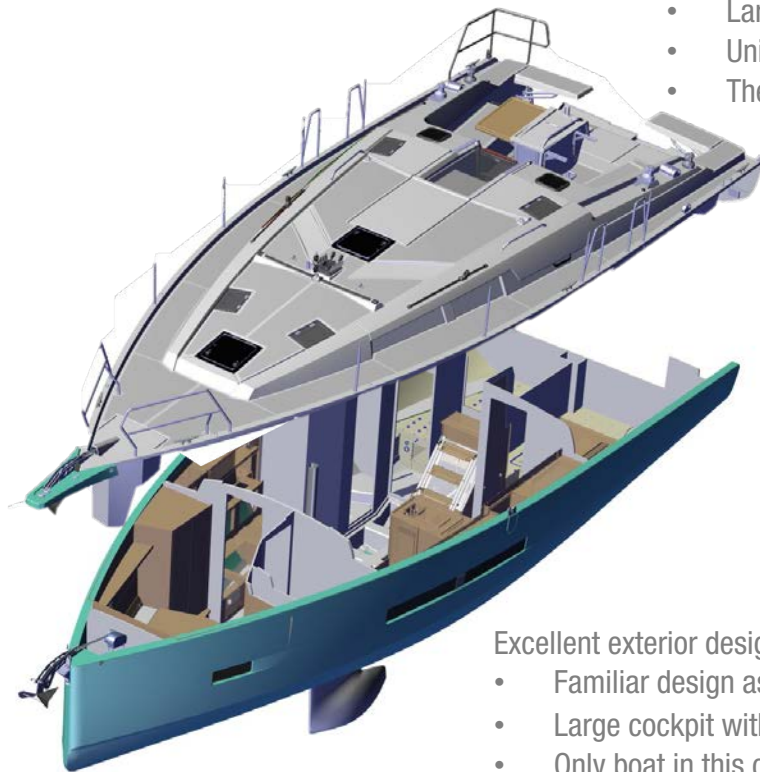
What makes the boat special?

Climate-neutral sailing is the result of a sustainable technical design:

- Fully electric propulsion with up to 55 NM reach
- Fuel cell
- Solar panels
- Sails from recycled material

Interior:

- Large owner's cabin
- Large saloon
- Unique layout options for the interior
- The biggest fridge capacity possible in this class



Sustainable vacation on water

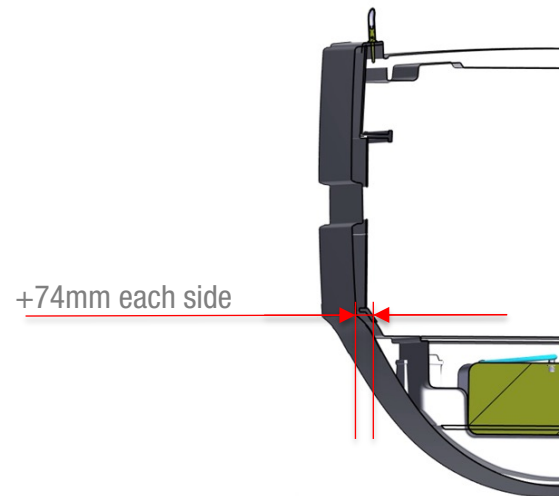
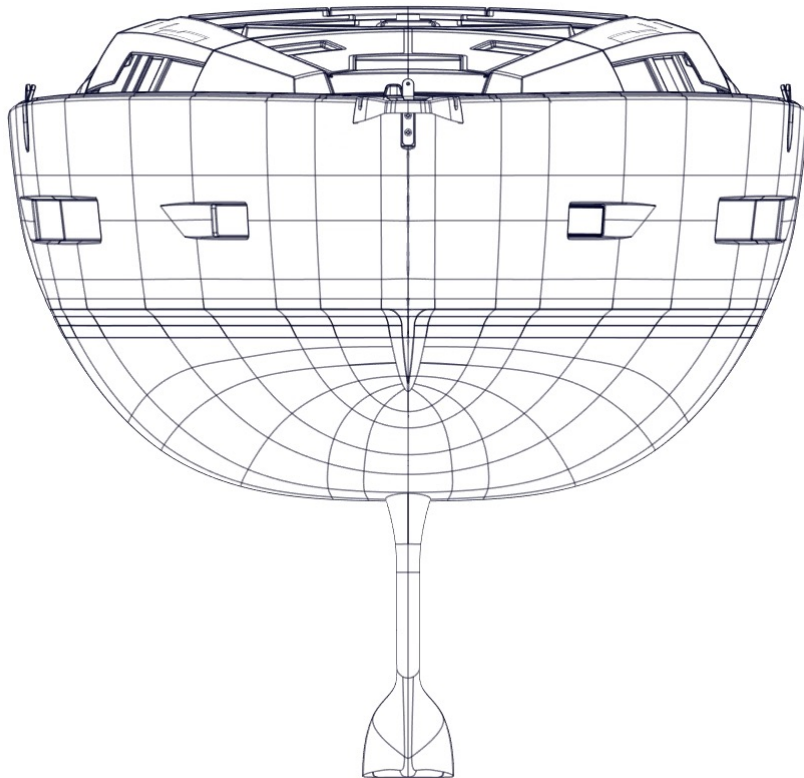
Enjoy the autarchy

Excellent exterior design & features

- Familiar design as known from the bigger new Hanse models
- Large cockpit with optional fridge in the cockpit table
- Only boat in this class with wetbar and BBQ
- Large bathing platform

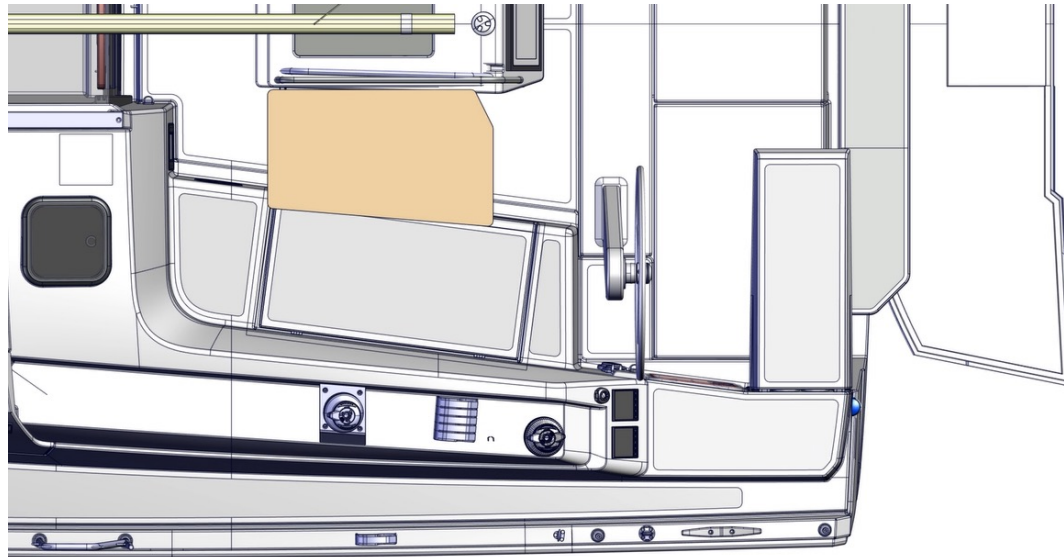
Hull shape

We intensively discussed the hull lines with Olivier Racoupeau. Fortunately, Olivier has a lot of experience in how to make a boat sail comfortably, offer plenty interior volume and still deliver a good performance. We are very satisfied, because with the mix of hard and soft chines, which allow us a narrow waterline with the maximum width, this yacht will be sailing very well.



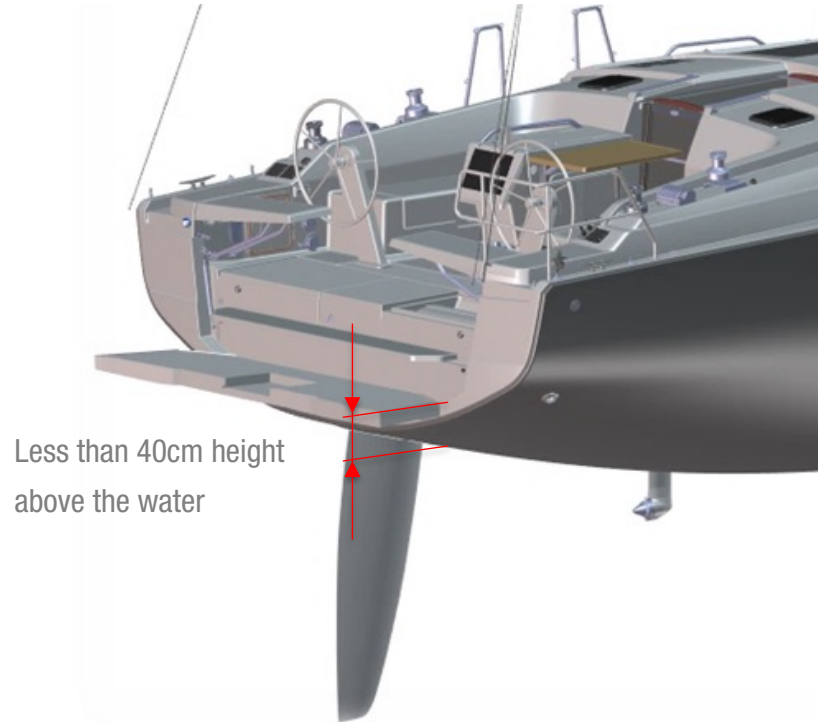
Deck Layout

Here too, as is typical for Hanse, the Easy Sailing concept was taken into careful consideration during the development. Our customers can sail the boat single-handed while entertaining their guests in the cockpit, because everything important is accessible from the helmsman's position: primary winches and their jammers, backstay, navigation instruments, engine control, autopilot, etc...



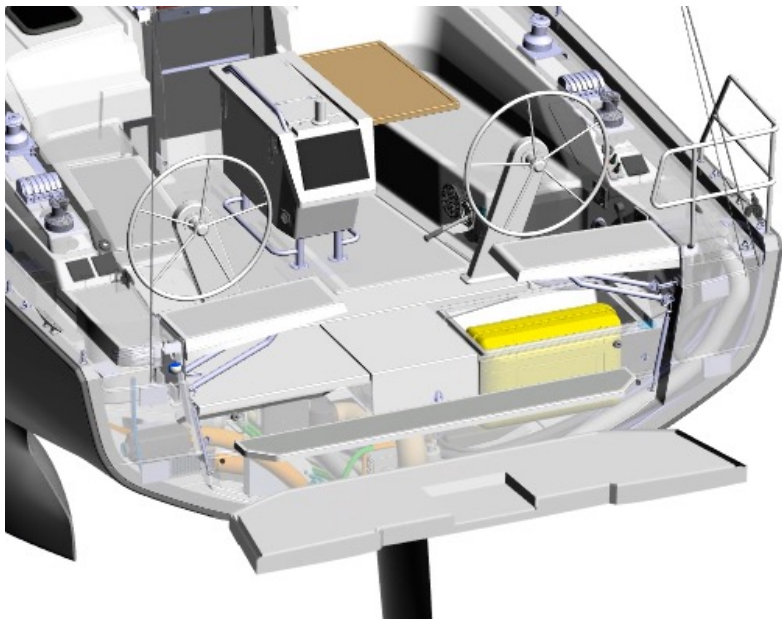
Deck Layout

When designing the bathing platform, great importance was also attached to ergonomics and usability. The yacht has a folding step across the full beam that opens automatically when the bathing platform is opened. This allows you to access the sea terrace comfortably and in safety from the cockpit.



Deck Layout

Although we hope that none of our boaters will ever need a life raft, we are nevertheless have already thought about where to stow it safely so that it is always accessible in an emergency. In this case, we have left a large storage space under the helmsman's area where a bag or container can be stowed dry.

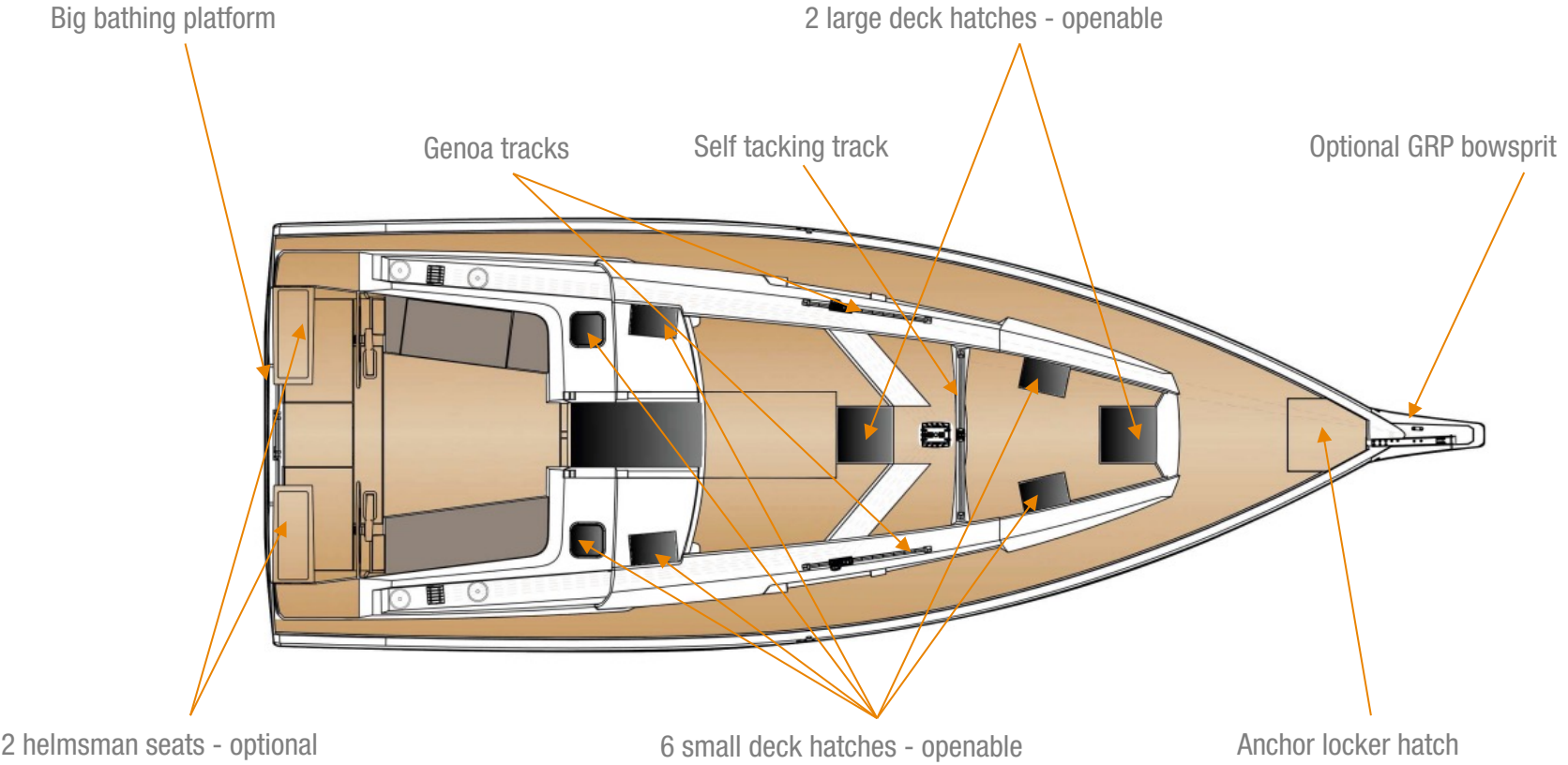


Many current life rafts fit into the storage space.

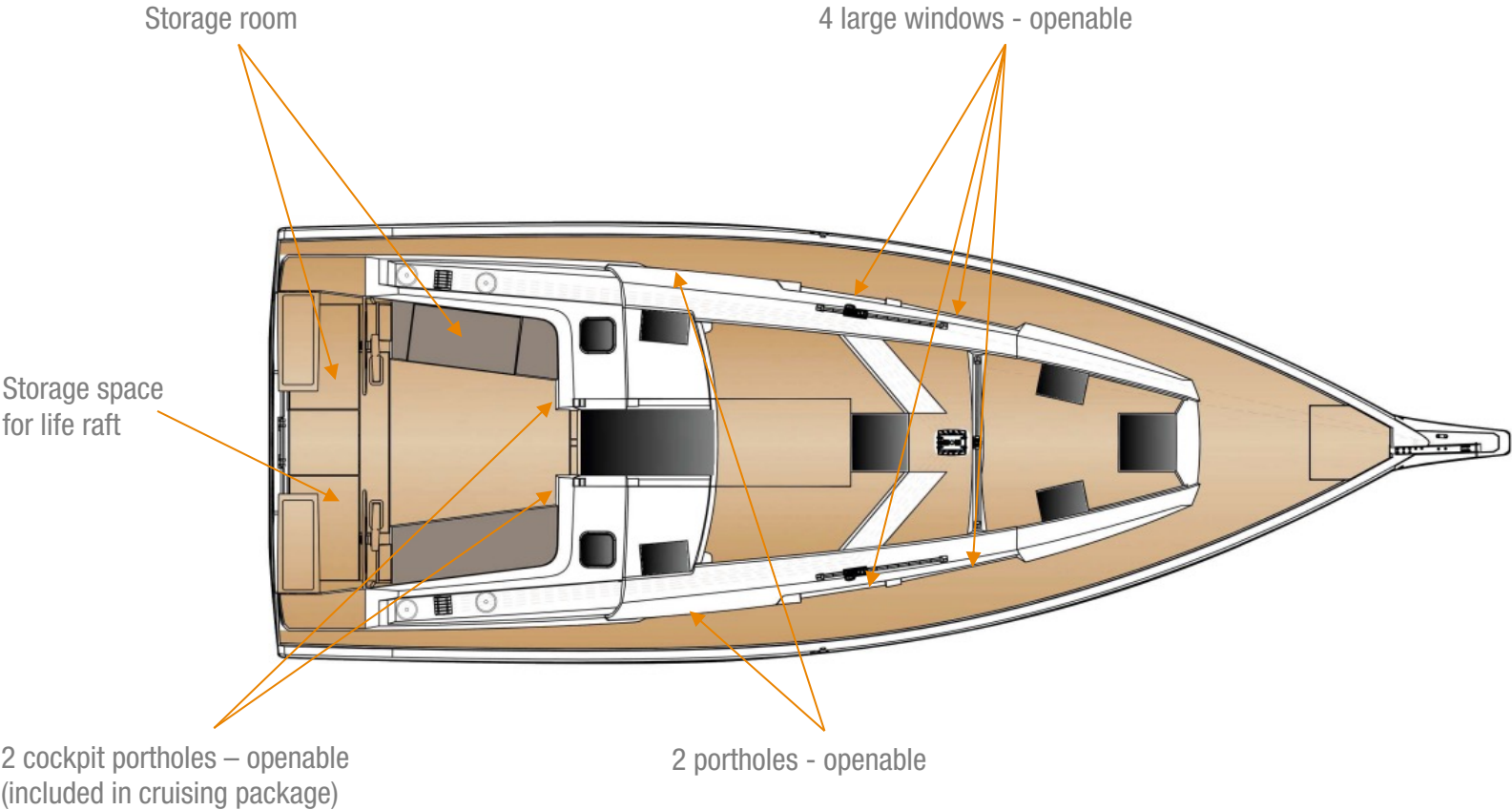
Here is an overview:

Name	Person
Plastimo Transocean ISO 9650-1	6
Zodiac Eversafe 6P	6
Compass Ocean iso <24h	6
Crewsafer iso	6
Seatec offshore	6
Zodiac Eversafe 8P	8
Arimar Atlantic P- 8 Container	8
Seatec offshore	8

Deck Layout

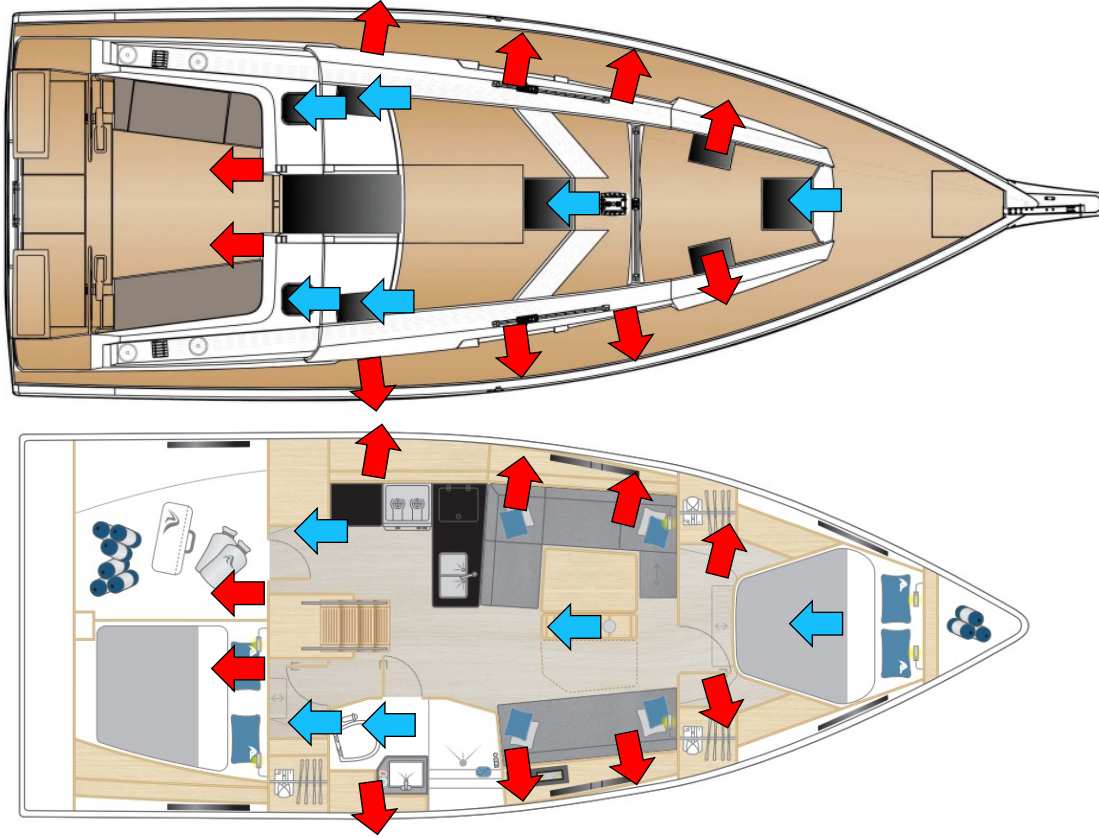


Deck Layout



Ventilation Concept

Nothing beats natural light and natural ventilation. During development, we attached great importance to enabling cross ventilation in every cabin, as this is the only way to create a fantastic climate in the boat





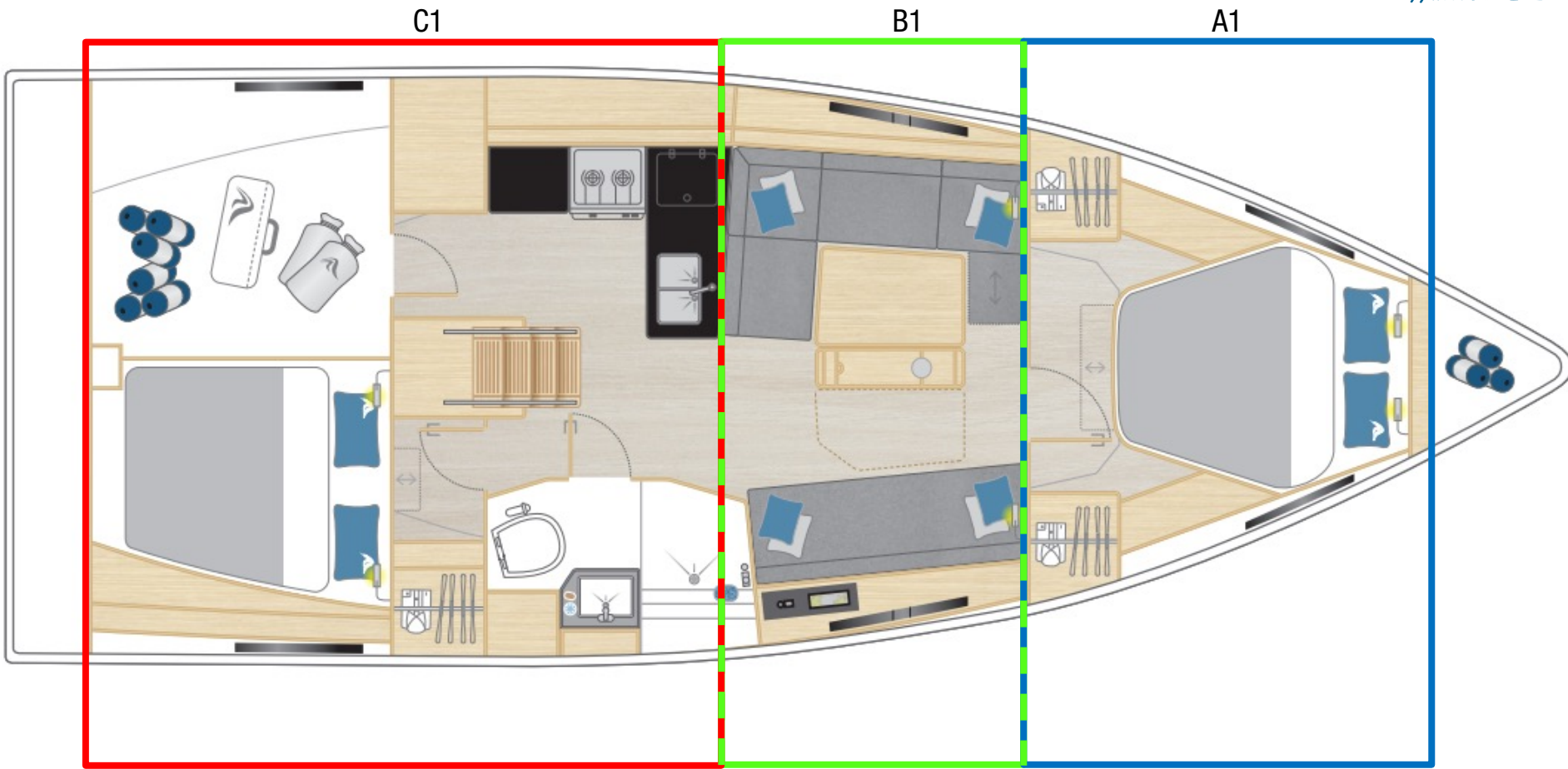








Layout separation



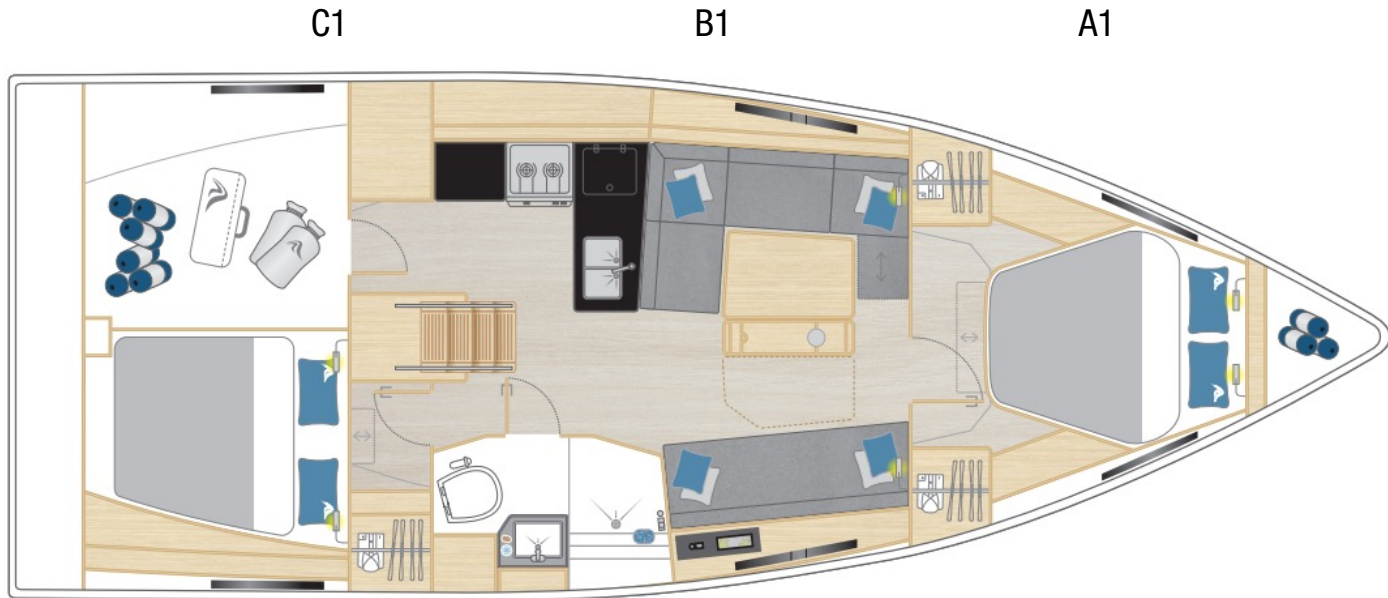
XL1001
XL2001
XL3001
on stb.

A1: Master cabin with island double berth and storage space

B1: Saloon with large dining area on port and sofa on stb

C1: Large L-galley and storage space on port. Head with separate shower stall, aft cabin with double berth, locker and

storage



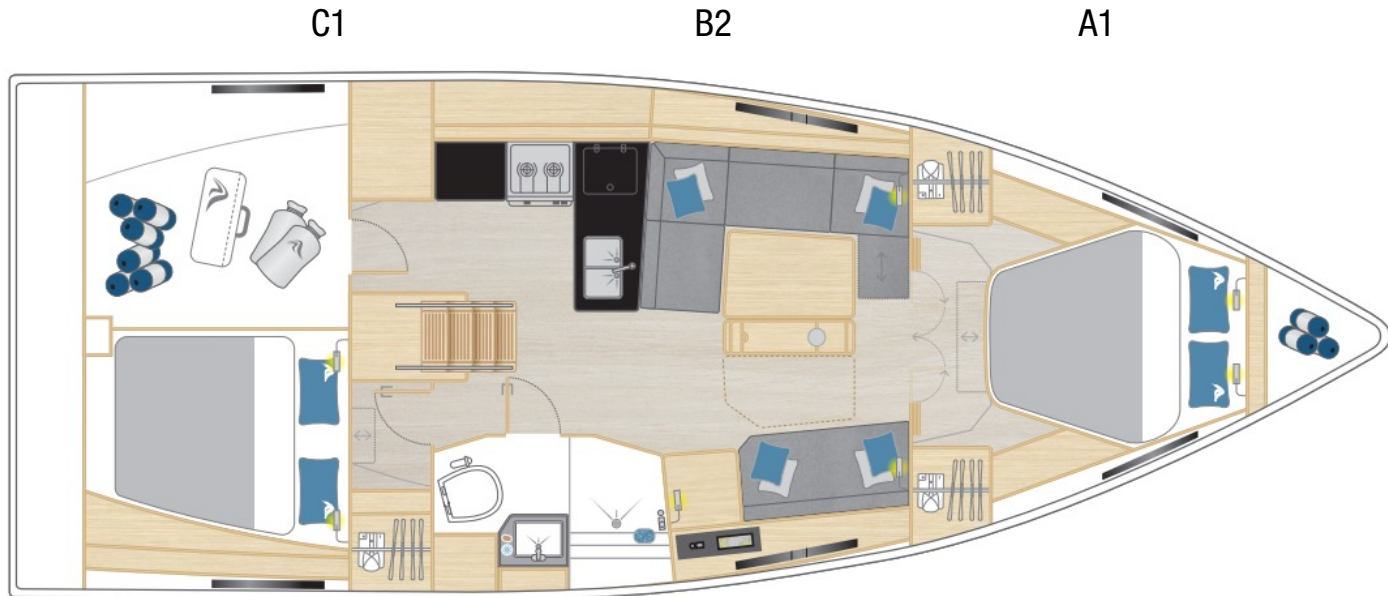
XL1001
XL2002
XL3001
on stb.

A1: Master cabin with island double berth and storage space

B2: Saloon with large dining area on port and sofa with chart table on stb

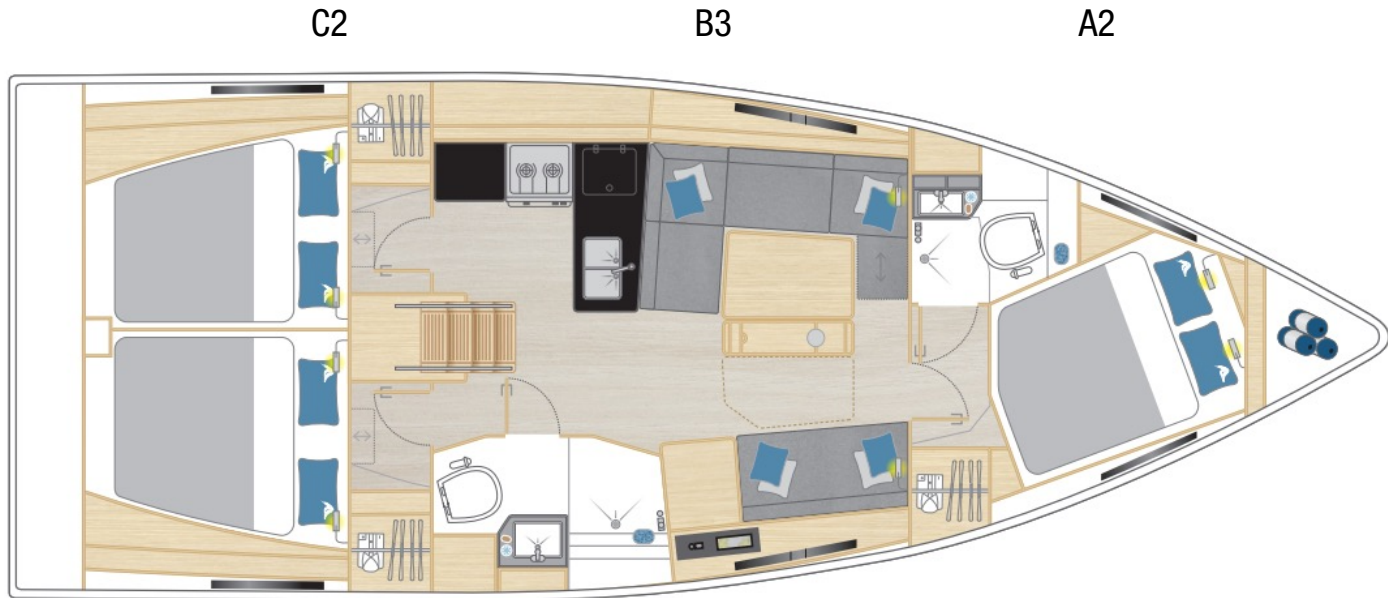
C1: Large L-galley and storage space on port. Head with separate shower stall, aft cabin with double berth, locker and

storage



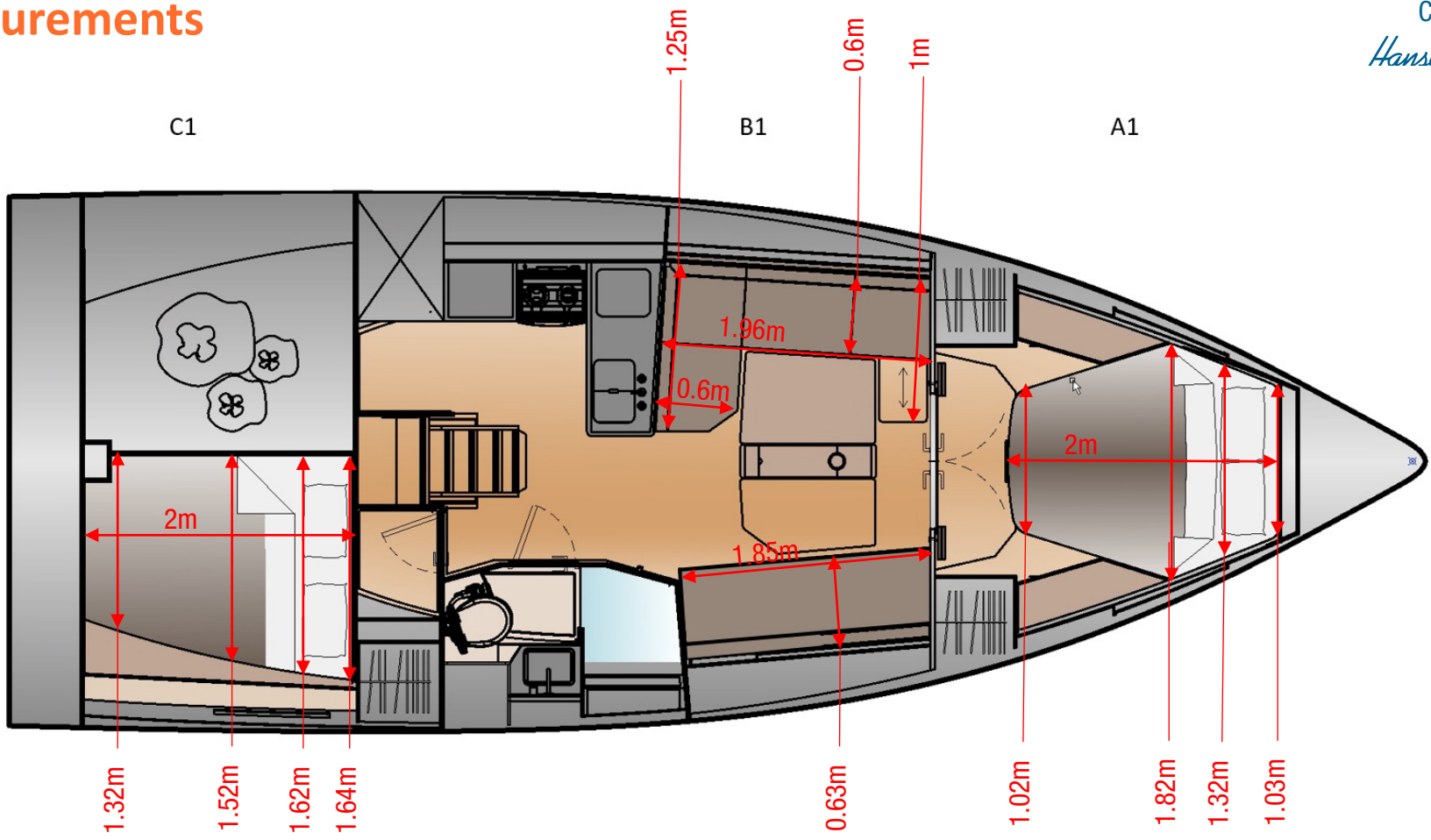
XL1002
XL2003
XL3002

A2: Master cabin with double berth, storage space and separate head
B3: Saloon with large dining area on port and sofa with multi function unit, navigation console and storage on stb
C2: L-galley on port and head with separate shower stall on stb. 2 aft cabins with double berth, locker and storage.

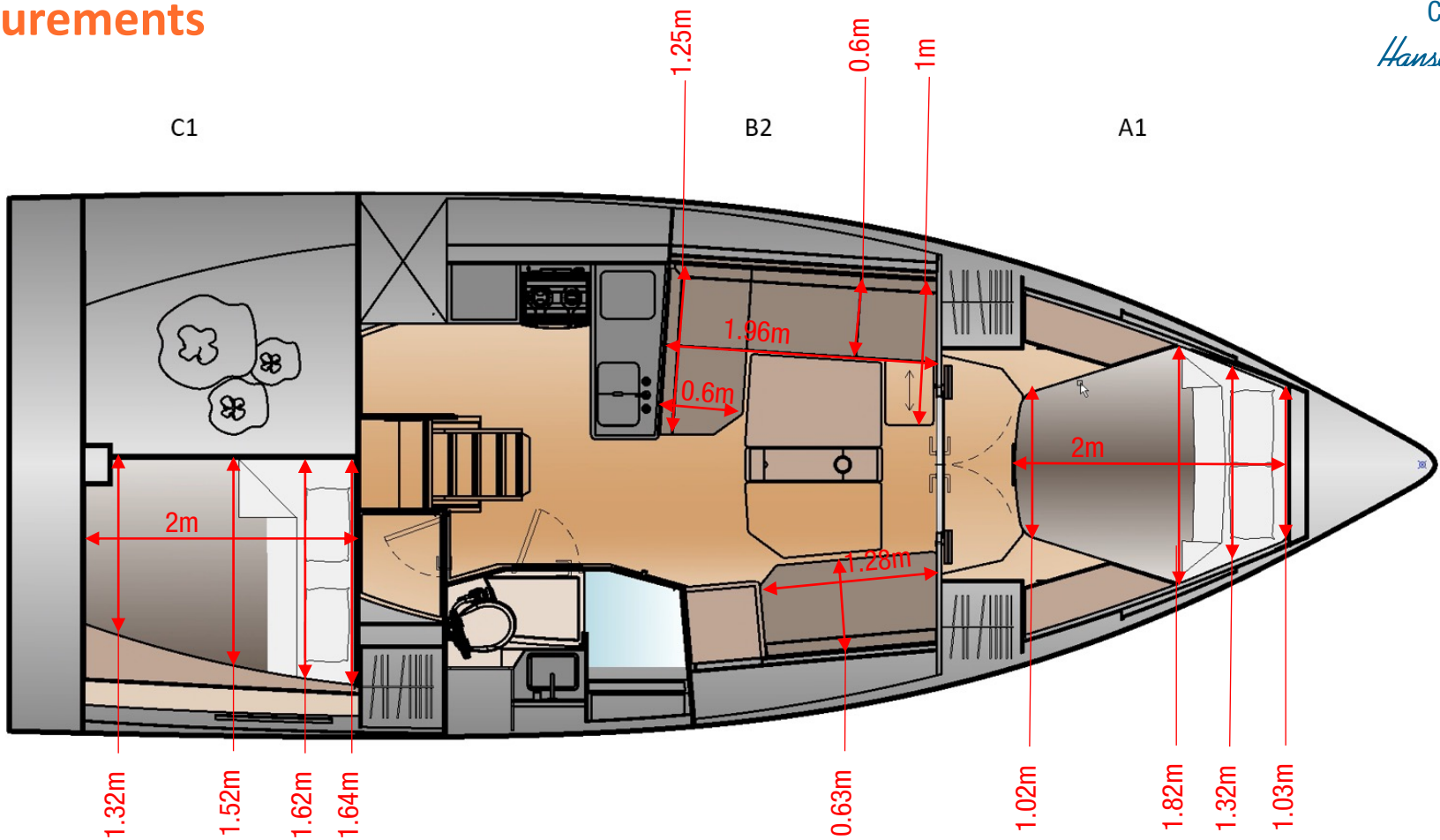




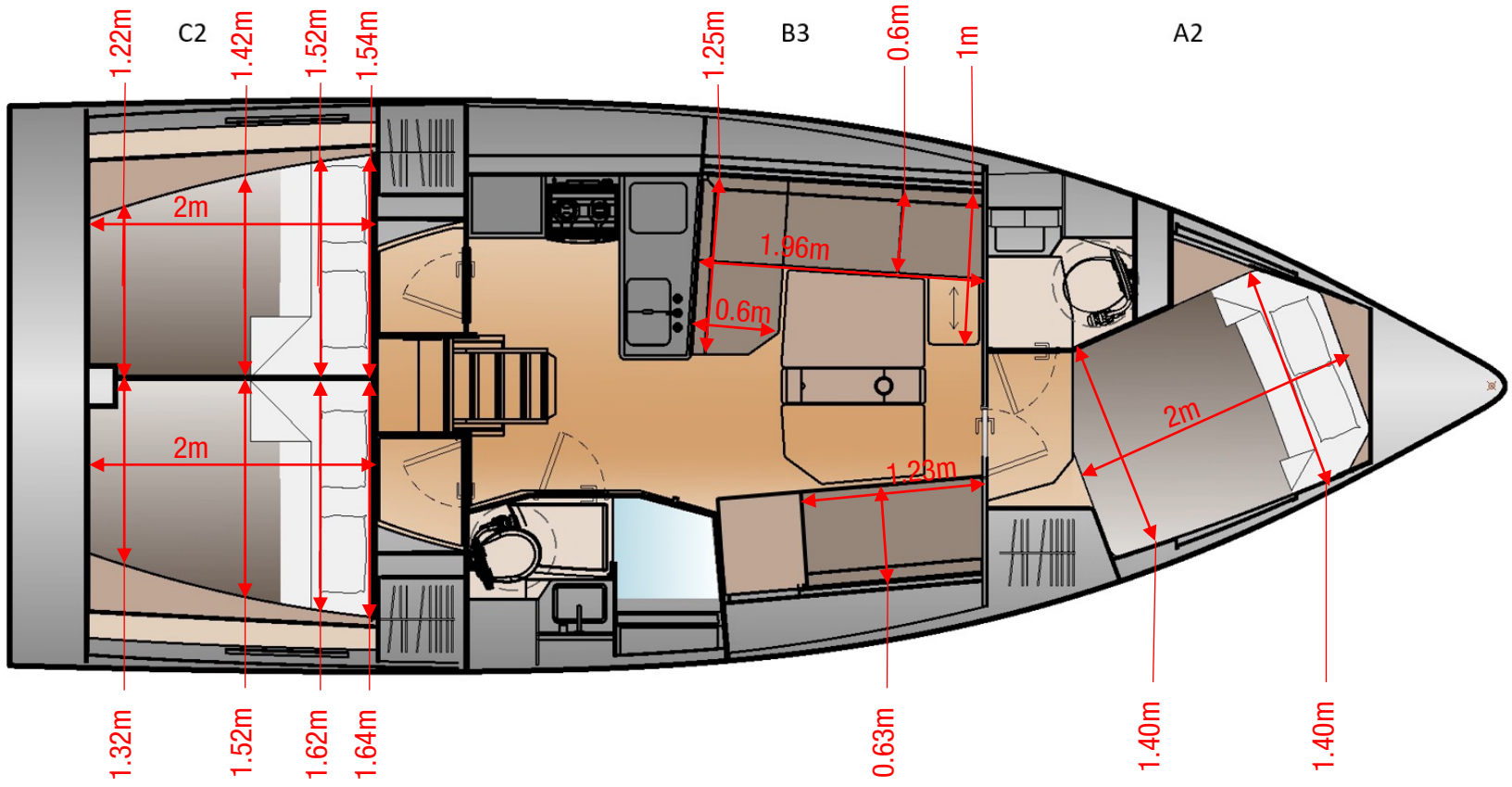
Measurements



Measurements

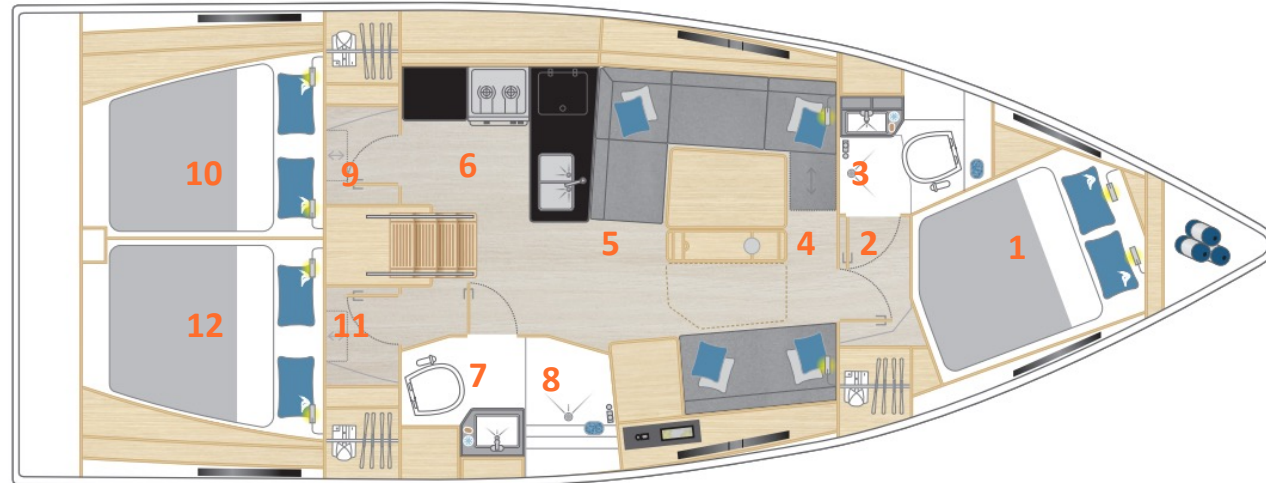


Measurements



Measurements

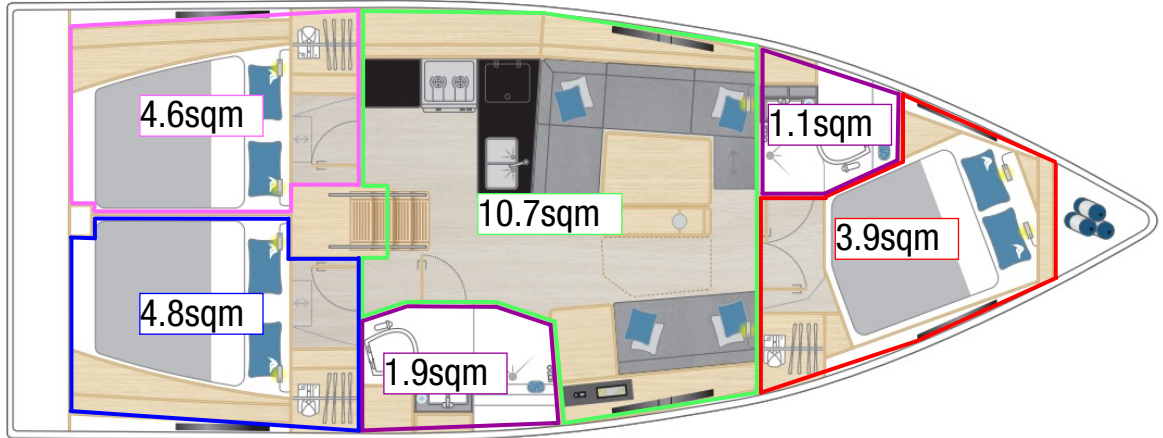
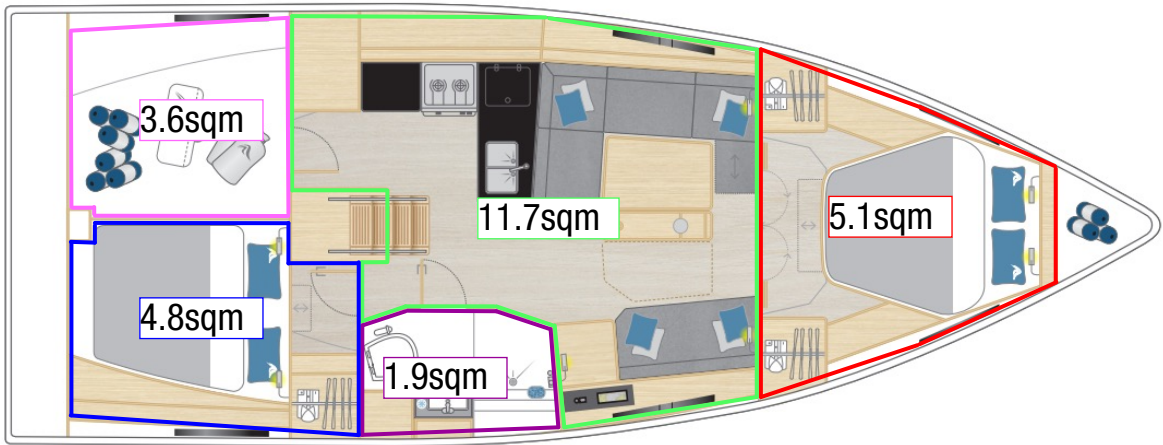
Clearance



#	measurement	comment
1	approx. 1100 mm	without mattresses
2	approx. 1920 mm	
3	approx. 1830 mm	
4	approx. 1960 mm	
5	approx. 2010 mm	
6	approx. 2010 mm	
7	approx. 1960 mm	
8	approx. 1920 mm	
9	approx. 1990 mm	
10	approx. 700 mm	without mattresses
11	approx. 1990 mm	
12	approx. 700 mm	without mattresses

Measurements

Comfort area

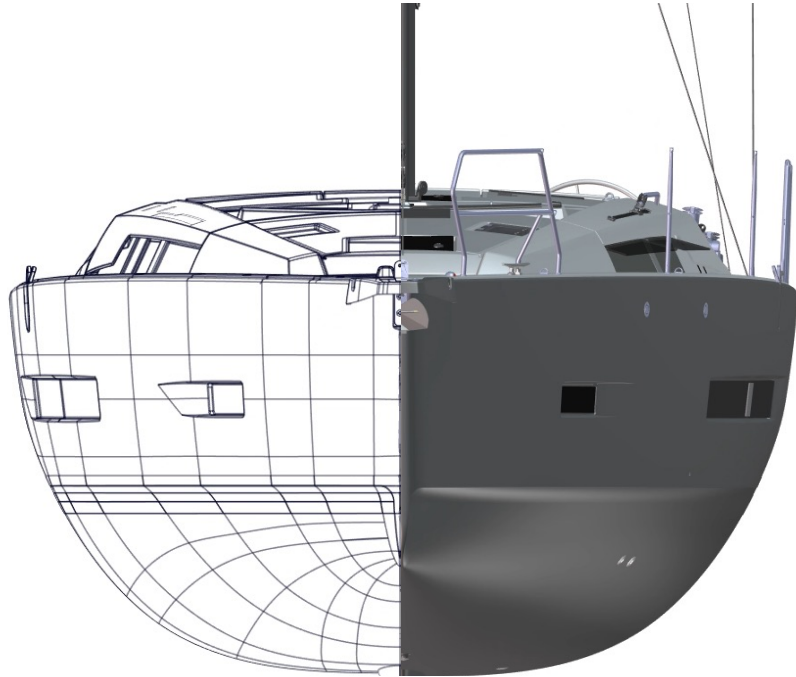


Mean Dimensions

Confidential



Mean Dimensions



L _{OA}	approx.	11,18 m	36,68 ft
L _H	approx.	10,60 m	34,78 ft
L _{WL}	approx.	10,29 m	33,76 ft
B _{max}	approx.	3,99 m	13,09 ft

Draft			
shallow keel	approx.	1,55 m	5,09 ft
medium keel	approx.	2,00 m	6,56 ft

Displacement			
shallow keel	approx.	t	lbs
medium keel	approx.	t	lbs

Engine			
Standard	approx.	29 PS	29 HP
Option	approx.	39 PS	39 HP

Electric Engine 18kW/h	approx.	25 kW	25 kW
Electric Engine 36kW/h	approx.	25 kW	25 kW

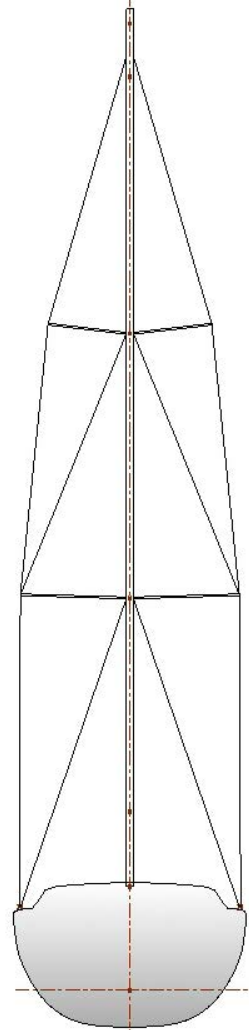
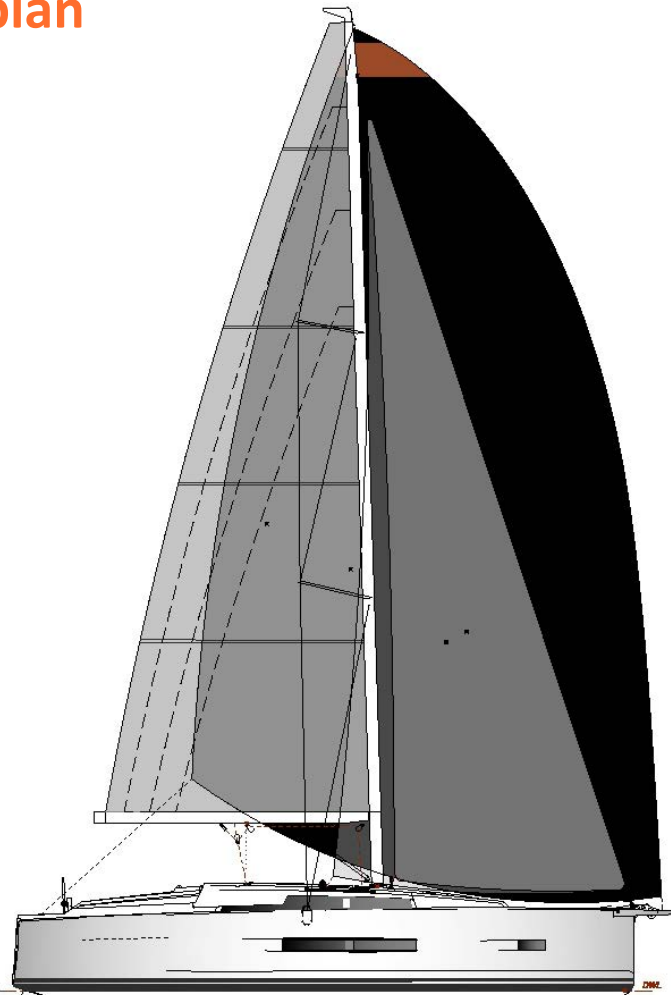
Fuel tank	approx.	160 l	42 gal
Fresh water tank	approx.	345 l	91 gal

CE Certificate		A-6	
Design		Berret - Racoupeau	
Interior		Berret - Racoupeau	

Mast lenght above WL	approx.	16,75 m	54,95 ft
Total sail area	approx.	66 m ²	710,42 sq ft
Main sail			
Performance	approx.	40 m ²	430,55 sq ft
Standard	approx.	34 m ²	365,97 sq ft
Furling	approx.	33 m ²	355,21 sq ft
Self tacking jib	approx.	26 m ²	279,86 sq ft
Genoa	approx.	32 m ²	344,44 sq ft
Cross over	approx.	68 m ²	731,94 sq ft
Gennaker	approx.	103 m ²	1108,68 sq ft

Sailplan

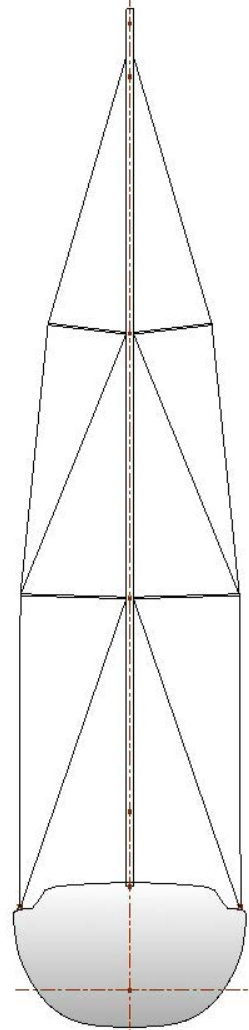
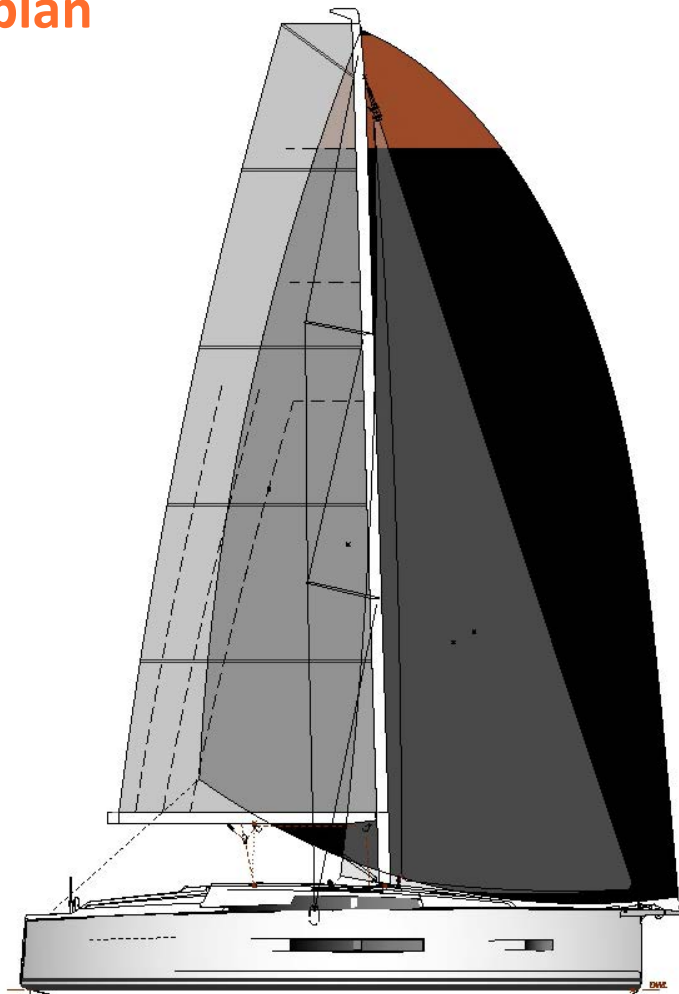
Confidential



- Here we see our standard conventional rig with pin top main sail
- Sail area main and jib: 60sqm
- Airdraft: 16.74m

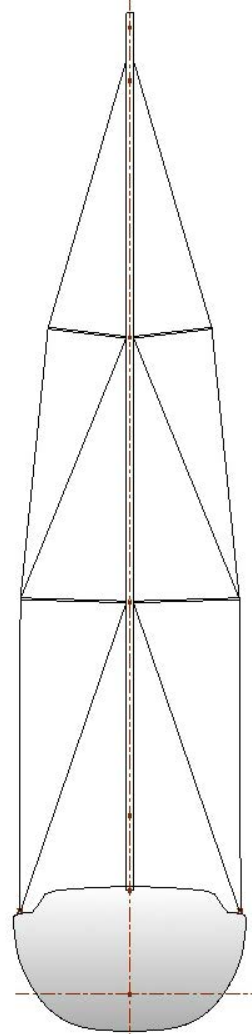
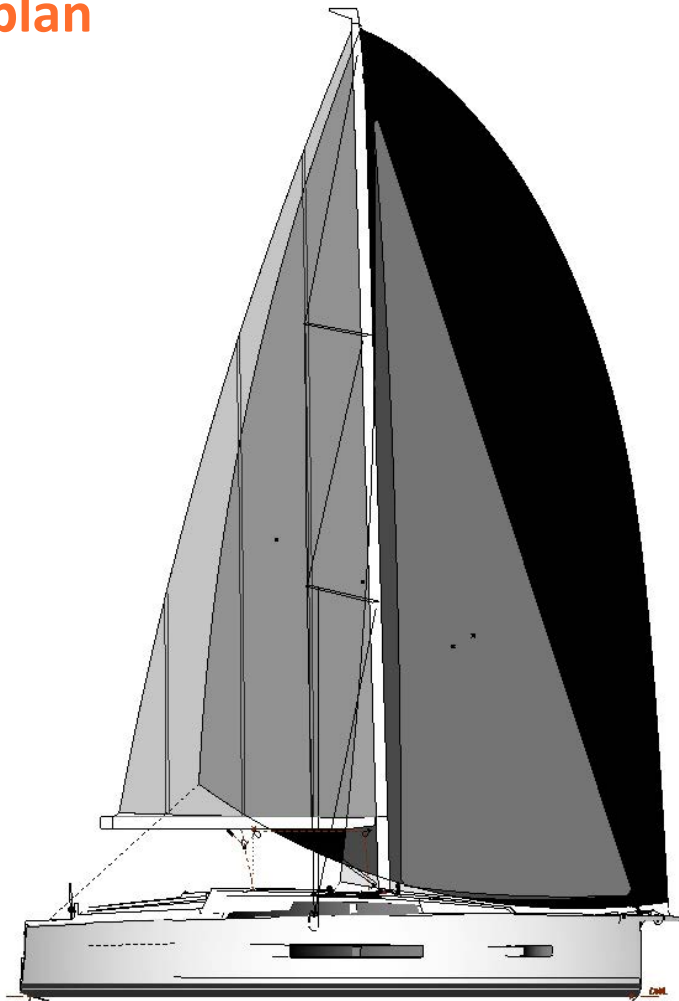


- Here we see our performance rig with square top main sail
- Sail area main and jib: 67sqm
- Airdraft: 16.74m

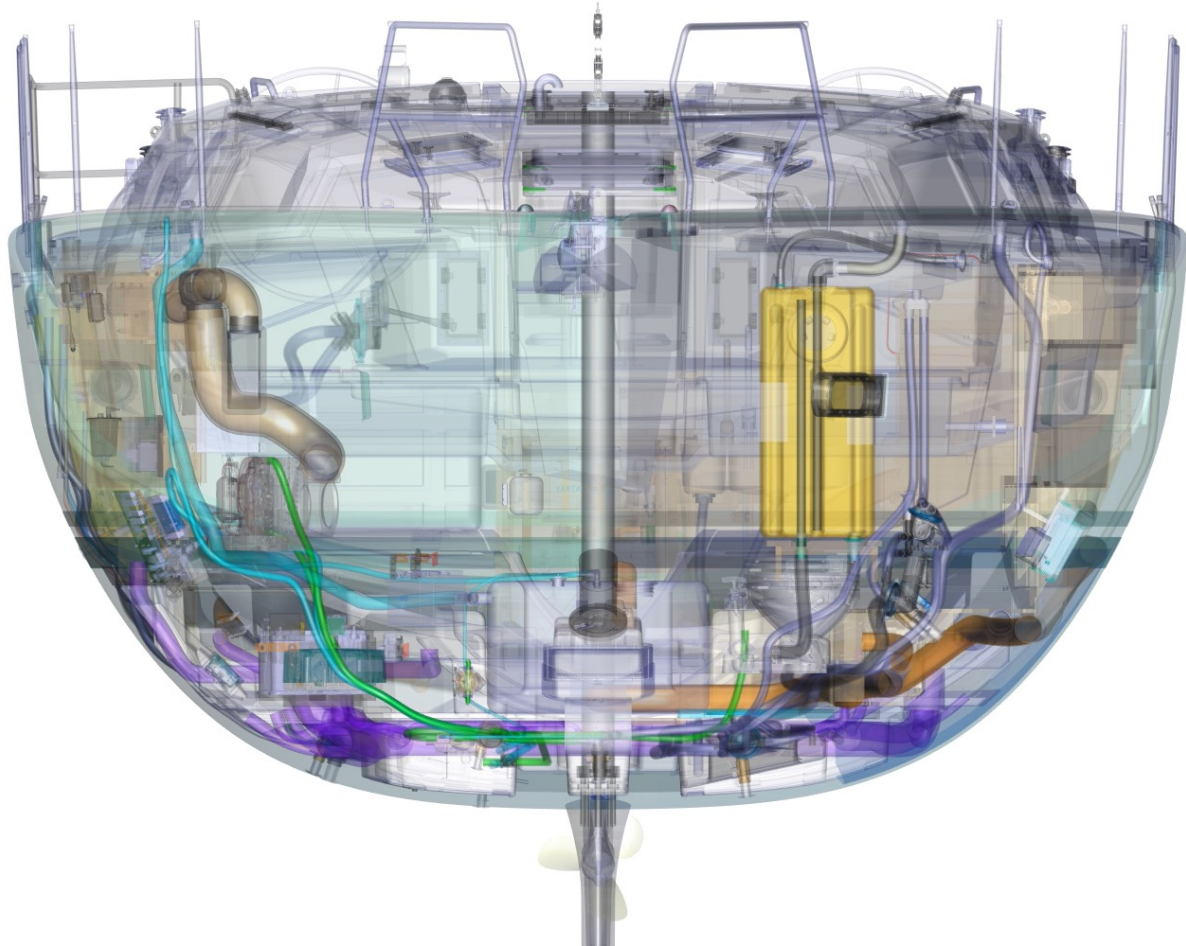




- Here we see our inmast furling rig
- Sail area main and jib: 59sqm
- Airdraft: 16.74m



Packages and Options

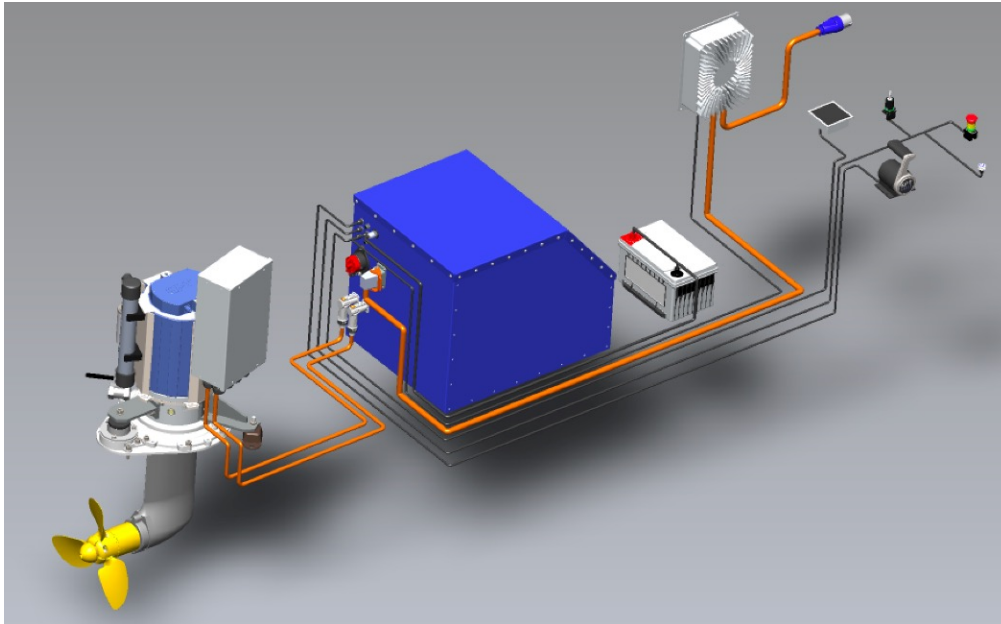


XL7001 Electric propulsion (approx. 25kW / 36,7kWh battery) – sail drive, folding propeller

We developed a completely new electric propulsion system, which works with a well-known and proven sail drive. Based on an extremely efficient 100 Volt system, this allows an absolutely zero-emission sailing sport – if charged with green electricity.



- We are also using the safe solution for this boat, in which the battery is installed in a steel safe.
- The range will be increased somewhat, I will announce the exact data after the first tests for both battery options.



Options

XG0900 Fuel system

Proven in a wide range of stationary and mobile industrial applications, it's now also available for a superior travel experience on the Hanse 360 with a high energy demand. With a maximum power of 125 W and a maximum charging capacity of 250 Ah per day, the new EFOY Pro 2800 delivers powerful and environmentally friendly electricity.

The EFOY charges the battery fully automatically and maintenance-free. It switches on when the battery needs charging and switches off again when the battery is fully charged, you only need to change the fuel cartridge when it is empty.

How the EFOY fuel cell works



Please use the WLAN-router, to get better usage. Updates are much easier with WLAN



- We have been using this fuel cell in our Hanse 385 company yacht for nearly two years now without any problems. With its intuitive operation, it is an easy-to-use system.

Options

XH2080 Solar panel on coach roof

The Hanse 360 offers solar modules with a total of 180Wp power as an option.



- This allows to anchor independently for longer periods on the Hanse 360

Options

Synthetic teak and teak options

Synthetic teak is available in these colours :

- | | | |
|-----------------------|-----------------------|--------------------------|
| 1. Classic Teak Black | 4. Grinded Teak Black | 7. Blue Water Teak Black |
| 2. Classic Teak Grey | 5. Grinded Teak Grey | 8. Blue Water Teak White |
| 3. Classic Teak White | 6. Grinded Teak White | |



The alternative is real teak:



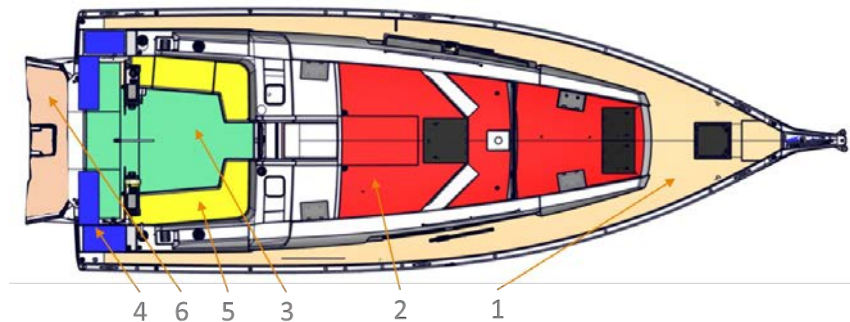
- You know the colours from our current colour card

Options

Synthetic teak and teak options

1	XC1300	Real teak on side deck
	XC1301	Synthetic teak on side deck (colour selection)
2	XC1310	Real teak on coach roof
	XC1311	Synthetic teak on coach roof (colour selection)
3	XC1325	Real teak on cockpit bottom
	XC1326	Synthetic teak on cockpit bottom
4	XC1333	Real teak on helmsman seats
	XC1334	Synthetic teak on helmsman seats
5	XC1340	Real teak on cockpit benches
	XC1341	Synthetic teak on cockpit benches
6	XC1350	Real teak on bathing platform
	XC1351	Synthetic teak on bathing platform

Part of the Cruising Package or Upgrade

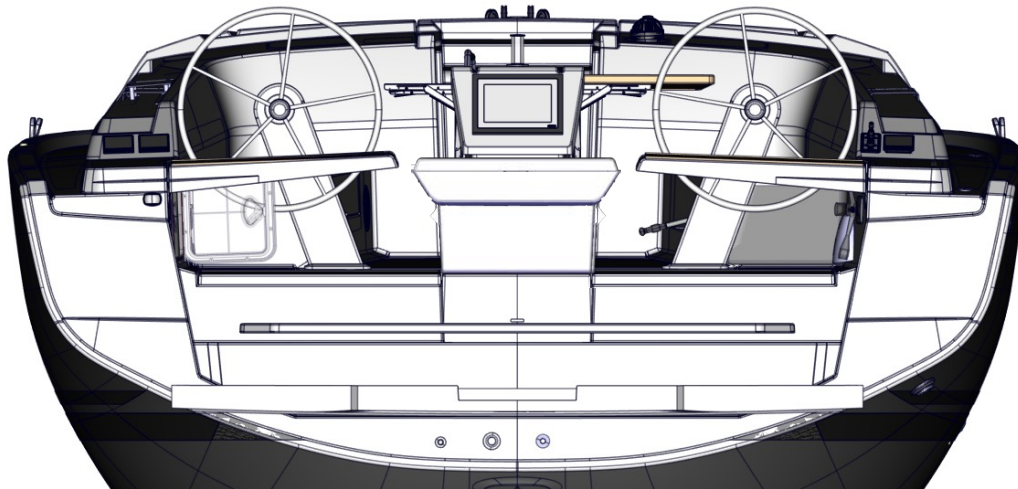


- We use the same logic as on the Hanse 410.

- If the 3D data is ready, I will also update this file.

XC3100

Wetbar with BBQ in cockpit

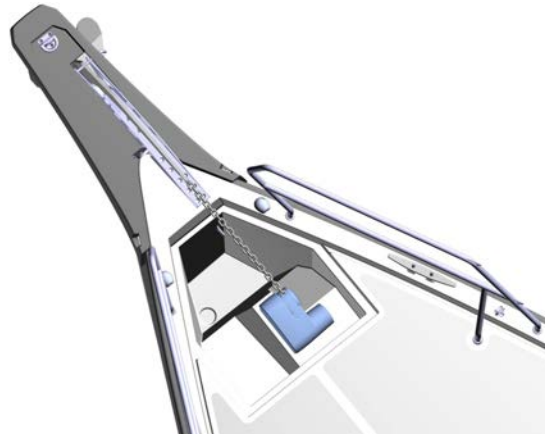
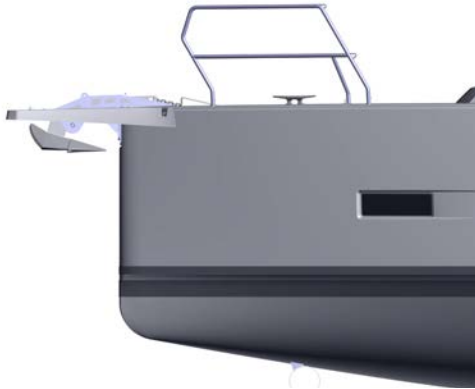


- With this option you can upgrade your boat to a real big boat

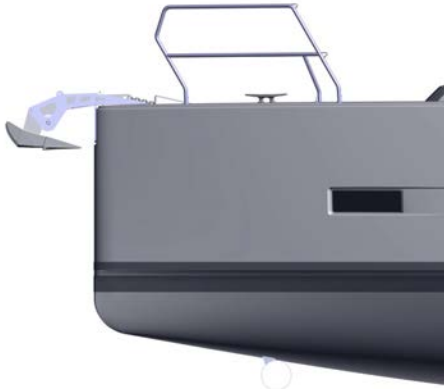
- If the 3D data is final, I will also update this file.

Options

XC9170 Composite bowsprit with integrated anchor and forestay fitting with mooring roll
incl. crossover and gennaker tack point



Std:



- With this option the gennaker can be hoisted further away from the forestay, which is an advantage when jibing

Options

Sail quality

Standard is our Elvstrøm Dacron

Layout: Cross Cut

1st upgrade:

Elvstrøm Blue Water Dacron Cross Cut

Layout: Cross Cut

2nd upgrade:

Elvstrøm SPS

Sustainable Performance Sail

Layout: Triradial



- Our sustainable sails are perfect for our green sailing sport



Options

XW2000 Navigation Package
 XF22002 Raymarine i70s multifunction displays in cockpit, incl. (wind/depth/speed/temperature)
 XF4010 Raymarine AXIOM PRO 9 S chart plotter with HybridTouch multifunction display on cockpit table

transducer



XW2001 Upgrade - 12" chart plotter
 XF4011 Raymarine AXIOM PRO 12 S chart plotter with HybridTouch multifunction display at cockpit table



XW2002 Upgrade - Navigation Package
 XF3000 Raymarine VHF Ray63 in saloon, incl. wireless remote with XK5000)
 XF5000 Raymarine Evolution Autopilot with p70s display and wireless remote control
 XK5000 VHF preparation with antenna and splitter for FM and AIS

handset (only)



- You can configure your navigation package as needed

Options

- XW7000 Entertainment package
- XH2090 Wireless charging in saloon
- XK1000 FUSION MS-RA70N Multimedia radio with bluetooth - for saloon and cockpit
- XK2000 2x 2 speakers in saloon and cockpit
- XK3070 FUSION MS-NRX remote control in cockpit



- Entertainment that leaves nothing to be desired

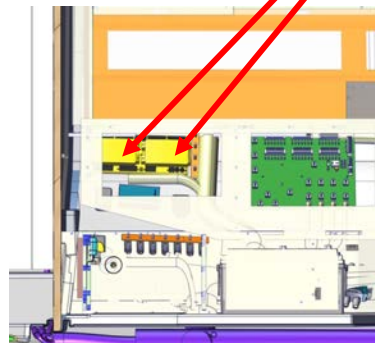
- XW7001 Upgrade - premium radio
- XK1001 FUSION APOLLO MS-RA770 multimedia radio with Wi-Fi and touchscreen - for saloon and cockpit
- XK3071 FUSION MS-ERX400 remote control in cockpit
- XK5030 FUSION wireless link - remote control via mobile devices



Options

New DC Panel

Our new DC panel provides excellent monitoring and direct feedback. It can also be used with an app for mobile devices. This enables a person on board to connect their mobile phone to the panel and, for example, check the tank volume and battery capacity or make adjustments.



- The switches provide a good feedback.
- We moved the fuses from the back of the panel behind the bench – well sorted and easy to replace.

Options

XH1005 Battery set, capacity: 1x 90 Ah + 2x 200 Ah Li-Ion

There are three different options for service batteries

XH1000 1x 160Ah AGM with 35A charger
(Standard)

XH1001 2x 160Ah AGM with 50A charger



XH1005 2x 200Ah LiFePO4 with 75A charger



- The LiFos 200 battery has an integrated BMS and a main switch. When switched off, the battery loses only 2 % of its charge within six months – a great advantage also in winter storage.

Options

XW6500 Smart Connection Package

Smart living on board made easy with this package:

XF4655 Interior camera

With these cameras, you can see what's happening on board, simply store the wireless cameras in the cupboard to ensure that your privacy cannot be disturbed.

on
re



XK5031 WLAN router incl. booster antenna

Yacht Router Mini s5 will provide the ability to establish two vessel networks (e.g. owner, guests) as WIFI and cable version. Each vessel network can be simultaneously connected to either the same or to different internet sources. The Yacht Router Mini's dual card slot allows to use two SIM cards from one or two providers.

For WIFI connection over long distances, WIFI Booster s5 is the device of choice. This add-on module is part of this package. WIFI Booster is a waterproof, power-over-ethernet device that can be installed directly on the mast. With the high-gain outdoor antenna, expect an internet connection of up to 10 NM range, in good conditions even more.



- Internet on board is almost a must, and with this package you are connected to the world wide web even in the bay in front of the marina.

Options

Propulsion

XG1001 Engine (diesel, approx. 29 hp) - saildrive, 2-blade folding propeller

XG1101 Engine (diesel, approx. 39 hp) - saildrive, 2-blade folding propeller

XG1500 electric propulsion (approx. 25kW / 18,4kWh battery) –
saildrive, 3-blade folding propeller

XG1510 electric propulsion (approx. 25kW / 36,7kWh battery) –
saildrive, 3-blade folding propeller

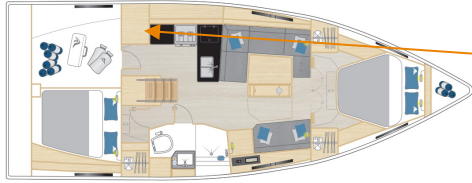
XG3101 Bow thruster, 12 V, retractable, incl. battery

XG3201 Stern thruster, 12 V, retractable, incl. battery



- Let your customers choose from a wide range of options, depending on their individual needs and requirements.

XH5101 Additional drawer fridge in galley (only with XH1001 or XH1005 and layout C1)

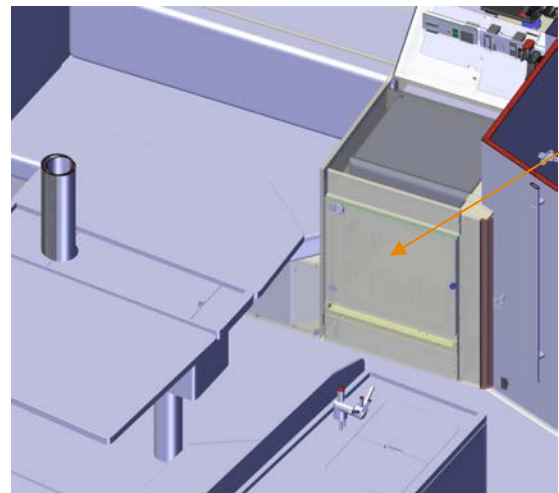
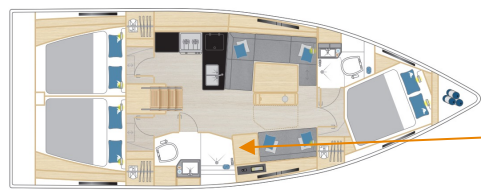


- Here you get a 130l volume fridge freezer combination, which gives you more flexibility for your next trip

Options



XH5100 Additional fridge in multifunction unit (not with XH5120 and XH5210 - only XH1001 or XH1005 and layout B3) with



- If you choose the B3 layout, you can select a 62-litre fridge or freezer, which will make your time on the water even more enjoyable

XL7001

Saloon table, foldable with integrated bar



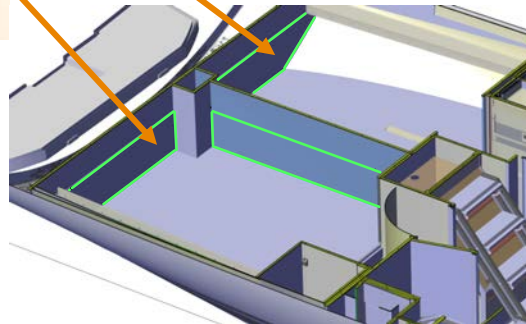
Standard:



- Both tables are good, so you have the choice, which is the best for your customer's usage

Options

XW6000 Flagship package
This package includes:
XL7235 Headboards for all cabins



- This gives the cabins an extra level of cosiness

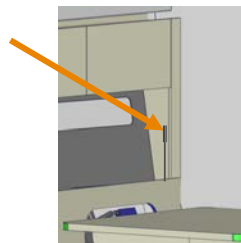
Options

XW6000 Flagship package

This package includes:

XL7410 Leather covered handrails

XL9002 Reading lights at the main bulkhead

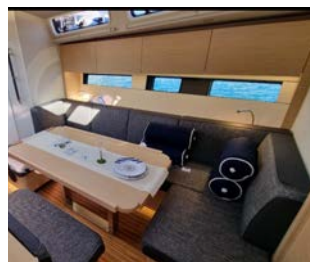


Std:

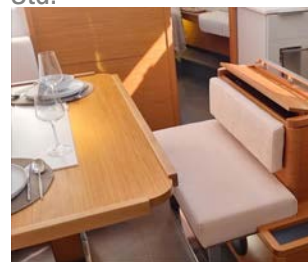


- The moulded upholstery and the noble material mix of the upgrade are a serious gain in comfort and a feast for the eyes.

XN2055 Luxury upholstery in saloon



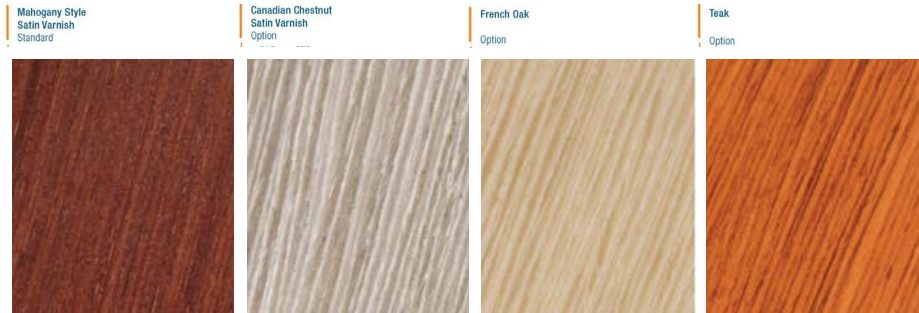
Std:



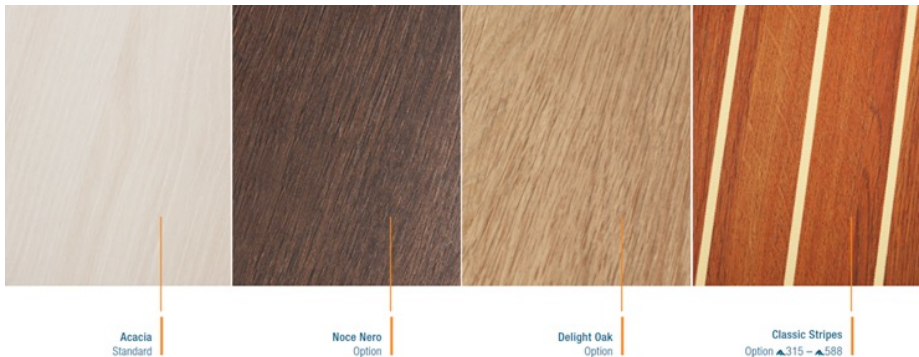
Options

Interior Colours

Interior wood: Marine optimised real wood veneer from ALPI

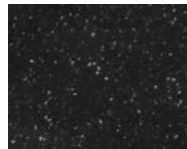


Floorboards:



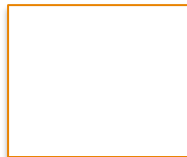
Work tops:

Black Quartz



- Well-known, well-received and proven, here are the products from our sample book

Off White





1. Introduction
2. Sales Manual
3. Roadmap

PRE-LAUNCH Hanse 360

- Teasing Brochure: January 17th, 2024 uploaded in the MIS
- Hanse Social Media: January 17th, 2024 one post in social media
- Press Teaser: January 17th, 2024

LAUNCH Hanse 360

- Website launch: June 27th, 2024
- Press announcement: June 27th, 2024
- Hanse Social Media: June 27th, 2024 weekly posts in the social media
- World premiere: Cannes Yachting Festivals (boat in water)
- Availability of full brochure: January 2nd, 2025 planned upload on MIS
- Serial production availability: October 2024 (start)



B2B Milestones

Confidential



- Partner presentation Hanse 360 (eMeeting): January 17th, 2024
 - Availability of sales manual, order sheet, .. on MIS: January 17th, 2024
 - Deadline for stock boat orders 2024/2025 (first batch allocation): February 5th, 2024
- please provide your wish list for 2024/2025 incl. indication of delivery month.
We will aim to accommodate all wishes and/or provide alternatives.



Change of standard discount for predecessor models H348 and H388

For the last slots of the Hanse 348 and Hanse 388 we will increase the standard dealer discount from 15% to 20%.
The remaining slots can no longer be moved and will be allocated on a first come first serve basis.
The increased standard discount cannot be combined with any promotions such as champions choice.





TO BE CONTINUED...

Greifswald