



HILL ROBINSON

Newsletter

YACHT MANAGEMENT CONSULTANTS

September 2007



PROJECT MANAGEMENT: AN EXPANDING FLEET

2007 has been another exciting year with further additions to the fleet, including four new builds, three from Benetti and one from Abeking & Rasmussen.

Each new build project benefits from Hill Robinson's support, particularly in the final weeks leading up to the owner's first cruise.

The inaugural season for any yacht is perhaps the most testing and the Captains have all been grateful for the help in overcoming the usual trials and tribulations! Hill Robinson is delighted to have been involved with these projects.

WIND

July saw the delivery and acceptance of *Wind*, the first in a series of four 59m Benettis, project managed by Hill Robinson from the Livorno yard.

Captain Stephen Paul and his crew achieved an incredible result in escaping the shipyard on the same day as the final payment and greeting the owners on board within 24 hours! The exciting launch took place in Livorno to a crescendo of fireworks, acrobats and applauding guests.

Wind, with an Alessandro Massari interior, has a number of in-house Benetti features,



WIND



AVIVA

including zero speed stabilizers and state of the art audio-visual systems.

AVIVA

With her distinctive grey hull and plum bow, *Aviva*, a 68m vessel from Abeking & Rasmussen, has been sighted off all the hottest spots on the French Riviera. Captain Chris Waine has enjoyed his first summer season and is now looking forward to cruising worldwide. Hill Robinson's close relationship with the onboard crew and the owners, compliments the team approach to provide an efficient, effective and enjoyable all-round experience.

ANDIAMO and MAMMA MIA

Both Benetti classics, *Andiamo* and *Mamma Mia* were delivered to owners in April and June respectively in time for busy summer seasons. Operating under the Isle of Man commercial flag, *Andiamo* has been busy chartering after her debut at the MYBA Genoa charter show.



«Our world class ISM/ISPS services provide owners with the peace of mind that comes from having the right systems in place and knowing that their asset has been entrusted to the leading yacht management company.»



Andy Williams, Operations Director

YACHT MANAGEMENT CONSULTANTS

KNOWLEDGE INDEPENDENCE INTEGRITY TEAMWORK



HILL ROBINSON: A DEDICATED TEAM

HILL ROBINSON SEMINAR

Juan Les Pins, April 2007

The Hill Robinson Seminar has become an annual event and is an opportunity for the team to meet up and review client and fleet issues. This year, the entire Hill Robinson team got together in April in Juan Les Pins. The guest speaker was MBA graduate Heather Curran, who outlined a vision for Hill Robinson's continued growth and development. The company was founded in 2001 and has

expanded so dramatically that it is important that we have this opportunity to review activities and develop plans and ideas for the future. Input is valued from everyone involved. We know only too well that people are the strength of any successful business. It is only by working together, both internally and with clients, that Hill Robinson has been able to develop the range of services and

deliver the quality necessary to achieve its phenomenal success.



COMPANY GROWTH: RAPID EXPANSION IN EUROPE AND THE USA

In response to client referrals and the increase in new build project management contracts, Hill Robinson has expanded dramatically over the past year. Wherever the project, Hill Robinson can provide the appropriate support.

USA

Michael Reardon now heads up our USA base in Fort Lauderdale. Michael brings a wealth of experience and expertise to Hill Robinson, and we are looking forward to developing the Stateside operation. This will have the added benefit of providing support over extended hours. Already the fleet has benefited from our ability to source a solution to a problem over more than one time zone. So handy for the Caribbean too...

ANTIBES

The four offices in Antibes now have over 20 people supporting a fleet of around 30 yachts. The technical guys - Giles, Harry, Malcolm and Rick - now have their own office. With Andy Williams in charge of the fleet as Operations Director, it is full steam ahead!

GERMANY and ITALY

Karl and Carsten are permanently located on site to look after new build projects in Germany. Andrea and Elisabeth are based in Livorno to look after the Benetti projects.



Hill Robinson is currently overseeing a number of build projects in Germany including a 78m yacht at Abeking & Rasmussen that is being project-managed by Karl Hartmann.



Karl, who holds a degree in Naval Architecture, brings to Hill Robinson a wealth of yacht building experience. Over the past 6 years he has been involved with build projects at yards such as Amels, Hakvoort, Feadship and ISA and his previous experience, at all levels including Project Management, has quickly proved to be invaluable. "Yachts are so complicated nowadays that you need a phenomenal amount of experience and expertise to do this job, but a good dose of common sense is also vital. "I bring a fresh outlook and the experience of working on yachts, seeing design faults in the past and creating ways to overcome them. An owner knows what he wants from the yacht but is not always able to understand the myriad of functional requirements necessary to achieve that. I have to look into those details and



ensure that everybody understands what is to be achieved."

With the future use of the yacht and the owner's personal requirements in the front of his mind, Karl will always be looking for something to improve, optimise or even completely change. These changes are investigated in conjunction with the yard.

"Why do something the way it always has been, when you can do it better?" he asks. "Often yards have craftsmen and technical people who are experts in their field but they do not have the experience of being onboard, cruising around the world. They might have an established way of doing things but I am able to suggest options.

"I like to stay close to the project, to meet the workmen on board and to see and feel what

is actually going on, reviewing the smallest details and looking for potential issues before they become full scale problems."

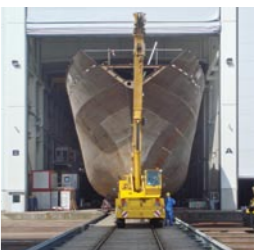
His enthusiasm for the job and getting the best possible result for his client is obvious: "I am driven by a passion for yachts and the quality, perfection, dedication and pleasure that they represent. I enjoy being involved in all aspects of the yacht construction, something that first becomes real on paper and then actually takes shape in real time."

Hill Robinson's Project Managers are experts not just in the engineering systems that enable the yacht to function efficiently but also in the interior design and functional requirements.

"Ultimately I represent the owner, but I always have to deal fairly with all parties involved."

In Karl's experience, the level of involvement of each client is different. "Some owners like to be involved and to visit the yacht under construction, others don't.

"The way things are arranged is to be decided by the owner but there has to be some direct contact:...





«The new build market has evolved, clients neither expect nor deserve a conflict of interest. They do however want a representative who is directly accountable to them and them alone.»

Nick Hill, Managing Director



“With a multi million euro turnover and high value assets under our financial management, efficient control and clear reporting to owners is our priority.”

Heather Sena, Finance Director

YACHT MANAGEMENT CONSULTANTS

KNOWLEDGE INDEPENDENCE INTEGRITY TEAMWORK

WHEN EXPERIENCE AND KNOWLEDGE REALLY COUNT

Karl Hartmann continued..

you need to know your client and have somebody accessible who can answer your questions and make the major decisions.

“I do not need to discuss every detail and decision with the client; after all they hired us to deliver solutions. Sometimes the owner will ask for changes. Ideally we can incorporate them early in the design and engineering. We always try to make the change possible and inform the client about any additional costs or delay. It is then up to the owner to decide whether he or she wants to proceed or not.”

The 100-year-old Abeking & Rasmussen yard on the River Weser in North West Germany has built and launched over 6,400 craft including motor yachts, speedboats, research ships and even military vessels.

Hull number 6479, the 78m yacht being project managed by Karl Hartmann will have 5 decks and a steel hull with an aluminium superstructure. The draft has been reduced to 3.2m to allow access to shallow anchorages. Propelled by two 1492 kw Caterpillars, it has a range of 4,500 nautical miles and a top speed of 16.5 knots.

Special features include a cinema, a large projector arrangement on the aft main deck and a combined rescue boat crane and foremast on the foredeck.

Commissioning a new yacht is a major investment in time, money and emotion. The final delivery should always be a very special occasion for everyone concerned. “Ensuring that a build project runs smoothly and everyone is happy is not simple” says Nick Hill, of Hill Robinson Yacht Management Consultants. “A good Project Manager has the time and the ability to understand exactly what the client wants, to know what is possible and to communicate that clearly to the yard.

“Ultimately all parties win when a Project Manager is involved in the build process. The yard focuses on the build in hand, but a Project Manager adds an extra dimension.”



Increasingly yards are encouraging the appointment of Project Managers, as their involvement dramatically improves the quality of the communication between the yard and the owner. An experienced Project Manager will ultimately help the yard to deliver a better product and to optimise the owner’s requirements for the yacht.

Nick Hill again: “As yachts are becoming larger and more complicated the gulf between the available technology and a client’s knowledge is widening; our Project Managers close that gap, facilitate the communications flow and ultimately ensure the best possible results.

“Getting it right at the start makes for a much happier experience throughout the whole time the owner keeps the yacht!”

LONG-TERM COMMITMENT: AN INDISPENSABLE ALLY

Hutch is the captain of the 64-metre Perini Navi ketch Felicita West, one of the biggest yachts at the MYBA Genoa Charter Show show this year.

Hill Robinson has managed *Felicita West*, now completing another successful charter season, ever since the owner decided to complement the in-house resources that handled his previous yachts. Initially, Hill Robinson just looked after ISM compliance, but it soon became apparent that the many aspects of yacht administration are so inter-related that it made sense to take over the complete management of the vessel.

“If you think you can do the job better yourself, then quite frankly I think you’re being naïve. I look on these people as professionals who help me do my job properly.

“I’m lucky insofar as Hill Robinson understand that we have a great deal of experience in running yachts and so they’re not helpful to the point of being intrusive. There’s a big difference between a 46m yacht with eight crew, and a 64m yacht with 12 crew.

“It’s easy to pooh-pooh the idea of onshore management, but in our case it works very well. The management company is dedicated to looking after the interests of the owner and crew and to making the boat as efficient as possible. If nothing else, it takes away those awkward phone calls to the owner asking for more money!”



David Hutchison

“If I were an owner, I would want my management company to be outside the brokerage scenario. I would want an independent, totally accountable agency that deals with the fiscal and compliance issues.”





“Hill Robinson is the yacht management provider of choice on both sides of the Atlantic and we aim for a seamless global service. Here in Fort Lauderdale our simple, proven and popular solutions are attractive to Owners, Captains and Brokers alike. “

Michael Reardon, President Hill Robinson USA

«Our success has driven rapid expansion and as a result we have strategically strengthened our Board. We are proud to welcome Andy Williams, Heather Sena and Michael Reardon – their depth of experience and proven track records will ensure that we continue to provide the customer focus of which we are so proud.»



Niall Robinson, Managing Director

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KNOWLEDGE INDEPENDENCE INTEGRITY TEAMWORK

FROM AROUND THE GLOBE: HILL ROBINSON CAPTAINS

Panama

Cpt. Chris Lewis: *M/Y Shandor*

Panama City, the capital, is modern and developing at a fast pace; impressive new buildings are appearing on the skyline, catering for upwardly mobile locals and to the growing number of Americans. There is a wide choice of good restaurants and the obligatory casinos. The supermarkets are fine for general provisioning, but do not stock everything necessary for a charter.

Flamenco Marina has 3 berths, on a floating dock, available for large yachts. Whichever yacht was lucky enough to be stern to was comfortable, but the alongside berths proved to be unusable due to the surge that was present more often than not. We preferred to stay at anchor! We used Associated Steamship Agents and Intermarine Chandlers and we found them both very helpful.



SHANDOR

The most interesting hotel in the area is Gamboa Rainforest Resort, located off Gatun lake - it is very peaceful and also just up the road from the Summit Golf course! We also liked Banana's Resort on Isla Grande on the Caribbean coast; El Valle was also worth a visit with a craft market and cooler temperatures up in the hills. Places we avoided were Bocas del Toro and Coronado Beach; others recommended Isla

Contadora and the San Blas Islands, but we never made it.

During the Canal transit, the stress/enjoyment factor will depend totally on the pilot. We were very fortunate and had a smooth, safe passage. Unless you have VIPs on board the Canal will not allow yachts to transit during the day.

Colon has a terrible reputation for muggings so we gave it a miss. The marina being developed at Shelter Bay is a work in progress and they are expanding their large yacht capacity this year. All in all, there are some really good places to cruise and visit, the people are very friendly, happy to see visitors and want to help.

As with anywhere off the beaten track, repair and support facilities are thin on the ground and quality can be patchy, although as 'ship's spares' are duty free it was not a problem getting Hill Robinson to ship them down from Florida.

Caribbean

Cpt. David Hutchison: *S/Y Felicita West*

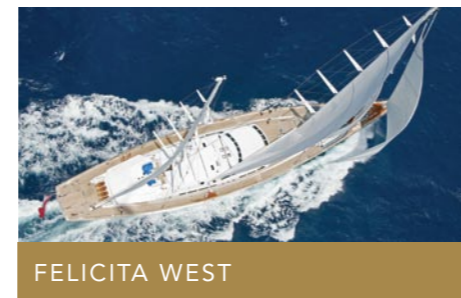
The Caribbean; the name for me says it all: Exotic, glamorous, rustic, fun and hard work all rolled into one word.

From the chic and glamorous St Bart's and St Martin, where you find all the high-end shops that you would see in any major city, to the rustic local/rasta style bars in the hills of Dominica, the Caribbean has it all. The Islands are continuing to develop with more tourists but it is still very possible to get to that special spot if not on your own then without the crowds.

Generally the further south you go, the further back into the old Caribbean you get. For crews and guests alike, the ports and infrastructures have been upgraded to at least European/US

standards and in some cases beyond. Customs procedures, while still a little onerous, are being streamlined (watch your visas for Non European/USA crew and guests) and generally on a 64m yacht these are done in 30 minutes. It is always easier to be polite and a bit humble, as the officials are still very conservative.

Most islands, especially Antigua, St Martin and St Bart's, have good nightlife. For the quiet life, there are plenty of secluded spots on palm-fringed islands. Barbuda and Anguilla are ideal for a stroll on the beach or, later on, star-gazing on deck with that special someone. The food over the last 30 years has improved tremendously even on the British-styled islands. The French islands are, well, French and excellent with a little Creole twist.



FELICITA WEST

There is also plenty to do, from Zip Lining in the forests to Eco tours in Dominica, swimming in waterfalls and diving, as well as all the traditional water sports and even some very credible golf courses. The best of these is generally thought to be the Four Seasons in Nevis but new courses in Grenada and St Kitts are in progress.

The one underlying asset though is the people of the islands; friendly, helpful and full of fun. It is worth going to meet them alone.



TALENT AND TEAMWORK: A WINNING COMBINATION
THE SUCCESSFUL CAPTAIN DEPENDS UPON TEAMWORK AND MANAGEMENT SUPPORT

Spain

Cpt. Mark Stevens: *S/Y Hyperion*

PALMA Palma Superyacht Cup was a spectacle to behold with 53 world class sailing yachts all over 30 metres. Never before has such a gathering been seen and it will probably be a long time before it happens again!

The racing was tricky; the wind on the first day was light and flukey, the second day a little heavier and still patchy and the final day good old traditional sea breezes. Positions changed all the time, making it very tactical racing.

These conditions made rating the yachts almost impossible but at the top mark on the 2nd day we had 14 yachts converging on the buoy at the same time. What a spectacle. We were lucky to be one of the first through and watch the pile-up behind!

This event is always considered a bit of a parade of sail, but not this year. It really seemed that all the yachts performed to the max, a great testament to the organisers.

The commercial dock was deep, secure and had plenty of room - a great dock space. There was ample space for the sponsors' tents and for people to promenade and stop for a quick beer or two in the 'office'. One really hopes that the powers that be see how much revenue these yachts generate and think about using it full time! It would revolutionize the limited big boat dockage in Mallorca.

No sooner had that finished and we were off to Valencia for the 32nd Americas Cup.

VALENCIA We had a privileged berth on the superyacht quay right next to the Bertarelli camp so really felt we were in the thick of it. Every morning we had a prime view of both TNZ and Alinghi boats leaving camp and heading off for the day's battle.

We had a charter for the last few days, and the atmosphere was electric. Driving out of the harbour in full Alinghi kit (guess the nationality of the guests!) with the Team Alinghi song, 'Can't Stop' by the Chili Peppers, blaring out at full power from the

deck speakers was amazing. The number of Kiwi supporters that were there is a testament to the national pride of New Zealand that was felt in Valencia.

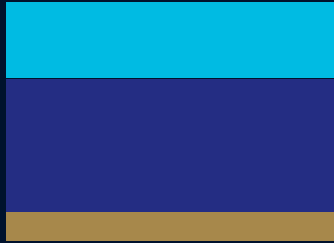
The racing was a whole other level; our hearts were in our mouths the whole time (a lot of that was to do with how packed the start line was with unruly spectator boats). Technology really helped with this regatta, both new and old. Sky TV had great live coverage and we had a system on board called Virtual Eye. This was a live graphics program that showed distances and lay lines and really helped you see the gains, losses and wind shifts up the course – plus of course VHF commentary.

The race was finished in spectacular fashion: Alinghi 150m ahead, steady breeze all race, last downwind leg. At the finish mark, we felt the wind drop. And it did! Down to 2 knots. This favoured the Kiwis, who would have won if they had not had to complete a penalty from the top mark. The Americas Cup was won by 2 seconds. This really sums up the whole event; it really could have gone either way.

As a spectator I thought the whole event was fantastic, great to watch and really well organised, with extremely tight racing. We are all glad that the event stays in Europe, lets hope that with the new rules it stays as exciting.



HYPERION



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YEAR IN REVIEW :

FLYING THE FLAG

In February, the Cayman Island Shipowners' Advisory Council (CISAC) met for its 12th annual meeting, this year incorporating the inaugural Yacht Committee meeting. This was held in Grand Cayman and leading Yacht Managers from across the superyacht industry were invited to discuss how the Cayman Islands could best react to the current increasing trend of using so called 'Convenience Flags'. Nick Hill from Hill Robinson joined managers representing other top companies such as Nigel Burgess and Frasers, so was delighted



S/Y Drumbeat
flying the Cayman flag

to hear that Hill Robinson actually held one of the largest fleet of Cayman-flagged yachts of any management company! All attendees were appreciative of the very proactive approach of the Cayman Islands. Matters raised included streamlining administration, reducing fleet fees

and synchronising surveys. They have resulted in immediate changes plus the setting up of a representative office in Antibes. Our thanks to all concerned for their hospitality - it was a very constructive event and once again highlighted the benefit of teamwork.

CARIBBEAN FLEET

For the 2006/7 season, the following Hill Robinson yachts enjoyed Caribbean cruising:



- AVIVA II
- FELICITA WEST
- GU
- HYPERION
- JADE MARY
- MALTESE FALCON
- MOSAIQUE
- SERENA M
- SHANDOR
- ULTIMA III

MALTESE FALCON: AWARD WINNING

Amongst all the exceptional vessels, it seems that the *Maltese Falcon* is enjoying much of the world's attention.

For the editors of Showboats International, *Maltese Falcon* was the well-deserved winner of an impressive number of awards:

'Best Sailing Yacht Interior'; 'Best Sailing Yacht over 40m'; 'Highest Technical Achievement in a Sailing Yacht'; and 'Most Innovative Sailing Yacht'.

Venice, April 2007 saw another string of successes for the 88m sailing yacht. During

the World Super Yacht Design Awards she received the awards for 'Best Sailing Yacht over 45m' and 'Sailing Yacht of the Year 2006' as well as 'Best Sailing Yacht Interior' which was awarded to Ken Freivokh for his interior design of the *Falcon*.



FRANCE

Résidences du Port Vauban
17, Avenue du 11 Novembre
06600 Antibes, France
Tel: +33 (0)4 92 90 59 59
Fax: +33 (0)4 92 90 59 60

UK

Haverstock Hill, Belsize Park
London NW3 4QG, UK
Tel: +44 (0)20 7443 5596
Fax: +44 (0)20 7443 5597

USA

3120 SW 23 Court
Fort Lauderdale, FL 33312, USA
Tel: +1 954 792 6112
Fax: +1 954 792 6113

ITALY

c/o Benetti Shipyard
Piazza Mazzini 92
57126 Livorno, Italy
Tel: +39 0586 415777
Fax: +39 0586 415831

GERMANY

c/o Abeking & Rasmussen
An der Faehre 2
D-27809 Lemwerder, Germany
Tel: +49 421 673 3659
Fax: +49 421 673 3658

info@hillrobinson.com
www.hillrobinson.com