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Jun 29, 2015

Dobroserdov unveils Dynamiq

Justin Ratcliffe



The D4

MONACO. Yacht broker Sergei Dobroserdov of Nakhimov Yachts and Dobroserdov Design has launched a new luxury yacht brand called Dynamiq.

During a press conference at the Monaco Yacht Club on June 25th, Dobroserdov revealed a range of three displacement models that he describes as Gran Turismo Transatlantic yachts, or GTT for short: the D4 (38.5m); the S4 (38.5m), a sports version of the same hull; and the D4L (40m). All three models will be built in aluminium to RINA Comfort Class and Green Star Plus notation as well as LY3 commercial code.

The first D4 is currently in build at the Nuovi Cantieri Apuania facility (now owned by the Italian Sea Group) in Carrara, Italy. The yacht is scheduled to be launched next summer and will be on display at the 2016 Monaco Yacht Show.



The Dynamiq range

"We started this project because I'm not quite happy with the status quo and especially the way yachts are ordered and sold," said Dobroserdov. "I simply think we can propose something else that reflects better modern times and gives more possibilities to the clients."

One of his main complaints is that displacement vessels, even fast displacement hull forms, are unnecessarily slow with a maximum speed of around 16 knots. Working with Azure Naval Architects on the hull design and Van Oossanen Naval Architects for the hydrodynamic optimisation, the Dynamiq range powered by twin MAN diesel engines and Fortjes pod drive propulsion will achieve top speeds of 21 knots or more. This means they can carry their owners in displacement-style comfort from Monaco to Saint Tropez in just over two hours and make the trip from Miami to the Galapagos on a single tank of fuel. A shallow draft of less than 1.75m also increases the choice of cruising grounds in shallow waters such as the Bahamas.



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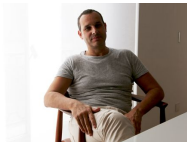
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With exterior styling by Dobroserdov Design and modular interior designs by Bannenberg & Rowell, other key project partners include Glyn Peter Machin for the bespoke deck furniture, lighting artist and designer Rogier van der Heide for the lighting design, and Mr Smith for the onboard entertainment systems. Hein Velema from Worth Avenue Yachts will lead the Dynamiq sales team, while a key investor in the project is Valentin Zavadnikov, formerly owner of the 55m Heesen *Quinta Essentia*.

What makes the Dynamiq business model excitingly different is the price range and how the yachts are marketed. In his own words, Dobroserdov has "specifically worked to achieve a very competitive price." The D4, for example, is available at a base price of €13,900,000, while the D4 L will start from €14,750,000 and D4 S sport version at €15,500,000.



The S4 GTS

Moreover, an innovative online configurator, much like those used in the automotive industry, allows clients to "customise" their yachts by selecting items such as the exterior paint scheme, interior finish, technical equipment, styling accents, tender, size of pool, crew uniforms, toys and even a crew car. All these "accessories" can be viewed in real time on the virtual configurator and prices for each are clearly indicated.

With 15 years of experience as a yacht broker, Dobroserdov has made a careful study of rival brands on the market, what they offer and at what price. Although a D5 model of 50m may be an option in the future, he has chosen to focus the initial range around the 40m mark because "at that size you are not in a position to compromise; you can have the same comfort on board as you have on a 60m." To back up his argument he points out features such as the 120 sqm sundeck, the option of four or five guest cabins, and ceiling heights of 2.2m throughout the guest areas.

There is no doubt that Dynamiq's transparent pricing offers an alternative to the conventional business model, which will likely appeal

to first-time clients by de-mystifying the sales process.

"Most customers are self-made millionaires; they are very successful in their own businesses," said Hein Velema. "But we also know that they sometimes need to learn something about yachting, and that's exactly how we want to set up Dynamiq."

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