



YOU ARE HERE: [HOME](#) / [FEATURES](#) / DOBROSERDOV UNVEILS DYNAMIQ

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.



NEWS

Staying on deck

Director of the maritime division at Bolidt, Jacco van Overbeek provides us with an update on the division, as the first half of 2015 proves fruitful for the company [More](#)



NEWS

Sabdes Design announce new designs

To coincide with the launch of its new website, Sabdes Design has unveiled a new 33.5m and 40m explorer under development in collaboration with an unnamed Turkish shipyard. [More](#)



NEWS

The French perspective

With only days to go before the start of SuperyachtDESIGN Week, we headed to one of the style capitals of the world to visit French design studios Alberto Pinto, Christian Liaigre and Remi Tessier... [More](#)

Categories

[SHOW ALL CATEGORIES](#)

[DEBATE](#)

[CREW \(7\)](#)

[EVENTS \(116\)](#)

[LIGHT \(5\)](#)

[MATERIALIST \(20\)](#)

[NEWS \(605\)](#)

[PEOPLE \(80\)](#)

[REFIT \(3\)](#)

[SPACE \(66\)](#)

[STUDIO \(47\)](#)

[SUPERYACHT DESIGN WEEK \(135\)](#)

[TECHNOLOGY \(26\)](#)

[TENDERS AND TOYS \(131\)](#)

[YACHT \(54\)](#)

Products

Less is more



Nebia has reinvented the shower by utilising nozzle technologies from the aerospace field. The Nebia Shower uses 70 per cent less water but covers the body more completely [More](#)

Concepts

Belle Epoque



Created by Uchiyama Design for an Asian client new to the yachting arena, Belle Epoque is a 56m classic looking motoryacht co... [More](#)

Debate

Value of the designer

[Design Debate Q20 -](#)

[Man's Best Friend](#)

[Design Debate Q19 - The Production Line](#)

INTRODUCING **zez** fabric by ILOROM

Is this the same piece of fabric?

It depends on how you look at it!

It changes right before your eyes.

ILOROM LUXURY TEXTILES ilorom.com

Niro Peterseu



Sergei Dobroserdov

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."

Comment on this article

Name

Email

Enter your comment here

Enter captcha code



1800 character limit

POST

Having problems? Let us know support@superyachtdesign.com

DESIGNER GLOBAL ORDER BOOK >



We provide an overview of the design sector and reveal how the market has developed over the past six years.

[View or download the magazine](#)

SUPERYACHTDESIGNERS >



The ultimate studio guide, this portfolio presents key projects, ideas and the personalities behind leading superyacht design studios.

[View or download the magazine](#)

MAGAZINE >



Our latest issue is packed with interviews, design trends and opinion from those in the know.

[View or download the magazine](#)

MENU

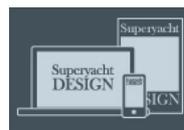
- ▶ Home
- ▶ Features
- ▶ Concepts
- ▶ Designers
- ▶ Products
- ▶ Debate
- ▶ Directory
- ▶ Videos
- ▶ PR
- ▶ Magazine
- ▶ Contact us

THE GROUP

- ▶ The Superyacht Report
- ▶ The Superyacht Owner
- ▶ The Crew Report
- ▶ SuperyachtNews
- ▶ SuperyachtIntelligence
- ▶ SuperyachtIndex
- ▶ SuperyachtJobs
- ▶ SuperyachtEvents
- ▶ The Superyacht Agency
- ▶ 2015 Media Kit

[Advertising Packages](#) | [Terms & Conditions](#) | Copyright © TRP Magazines Limited 2015

SUBSCRIPTION PACKAGES >



Sign up for a competitive portfolio package to keep yourself informed and ahead of the competition.

[Subscribe now](#)