

## TERRANOVA YACHTS TARGETS NORTH EUROPEAN MARKETS

BOOT DUSSELDORF, NEWS / BY MAGAZINE / FEB 07, 2017

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DUSSELDORF. TERRANOVA PUNTA AI MERCATI DEL NORD EUROPA

“ Recovery is in the air”. **Massimiliano Zilioli**, owner of **Terranova Yachts**, closes his week at the Düsseldorf Boat Show with great satisfaction.

” First in Cannes – says Zilioli – and now here, in Düsseldorf, the first strong signals of recovery which appeared in the boating sector last year have translated into something real. **Boating has started to travel again** in a dimension quite different from the pre-crisis one but certainly more real and more closely linked to markets”.

In this context, Massigliano Zilioli has placed **the presence of Terranova Yachts at the Düsseldorf Boat Show**. 20 months after the shipyard takeover and its move from Sardinia to Pisa, the team of technicians and engineers created by Zilioli has defined the new face of trawlers – **the new Navetta T85 is currently under construction** – built by the shipyard giving them a firm character: classic hull, marine effective waterlines, more elegant and functional interiors and systems. With this in mind, Terranova showed up in Düsseldorf with the ambition of targeting **North European markets** without abandoning its presence on



the transatlantic and Mediterranean ones.

“Here, in Düsseldorf, results have confirmed the insight with which we’ve arrived at the German boat show this year. We’ve seen a **very strong interest**

especially from potential foreign owners coming from **Northern Europe**: a very competent clearheaded audience”.



The main deck of the new Terranova 85

“Moreover – tells the businessman – the event has given us the opportunity to consolidate our idea of boat and understand that the philosophy which underlies the project is the winning one. Our customers have generally proved to know our proposal, the concept underlying the interiors of our trawler, which must give the excitement of a journey together with the typical comfort of a mansion. Today, we can say that the diversity of our proposal, compared with the others available on the market, is winning”.

Meanwhile, the shipyard starts to register some important financial results but Zilioli prefers to overlook that.

" Let's say that we are beyond simple contacts. When time comes, we'll talk about that. For the moment, we're preparing to the next challenge, the Miami Boat Show"