

INTERNET

Dynamiq empowers consumers by introducing online yacht configurator

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Dynamiq customizable superyacht

By FORREST CARDAMENIS

Superyacht builder Dynamiq is breaking new ground in the yacht industry with customizable, made-to-order yachts.

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Luxury Daily

Clients can customize everything from paint scheme to finish and amenities on Dynamiq's Web site and, for the first time ever, build the yacht of their dream. According to the brand, consumers have never had such control over their boats before, so Dynamiq's model may provide a new benchmark in high-end yachting that empowers the consumer and eases the transaction model.

"Dynamiq brought together a dream team of world thinkers, yacht designers and naval architects to create the first grand touring super yacht," said Maria Povecerovska, administrative director at [Dynamiq Yachts](#), Monaco. "Equally important, a buyer can customize his Dynamiq with a wealth of luxurious options right down to the last detail, via an online configurator."

Nautical time

The yachts, which are brokered by [Worth Avenue Yachts](#), begin a new series for Dynamiq

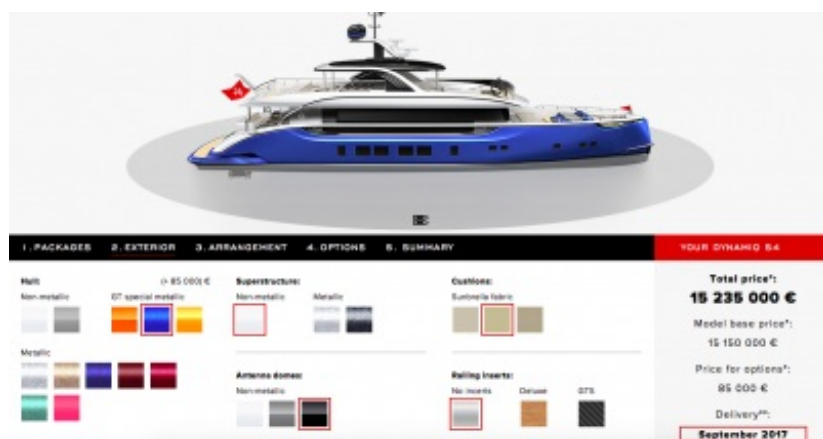
entitled Gran Turismo Transatlantic (GTT), inspired by GT cars in their comfort, performance and style. Consumers have the option of two alterations to the base model, a “sport” version that increases the top speed from 20 knots to 25 or a slightly longer “limousine” version, just the first step in which Dynamiq allows the consumer to tailor the yacht to his or her own personal preferences.



Dining area

The sports package, the most expensive of the three, also includes deluxe deck furniture, a large pool, heating devices for the deck, HUE, underwater and skylights, a Bowers & Wilkins audio system, a cinema and disco and a Castoldi water jet, each of which is available individually with one of the other base models. The consumers with the biggest maritime dreams can also opt for karaoke, aerial and underwater drones, satellite TV, an electric barbecue, wine cooler and ice dispenser, crew call buttons and countless other options.

Customizable options on the exterior include the choice of a dozen different colors for the hull in metallic, non-metallic and GT special metallic hues; black, white or gray options for the superstructure and antenna domes; and different shades for the cushions and railing inserts.

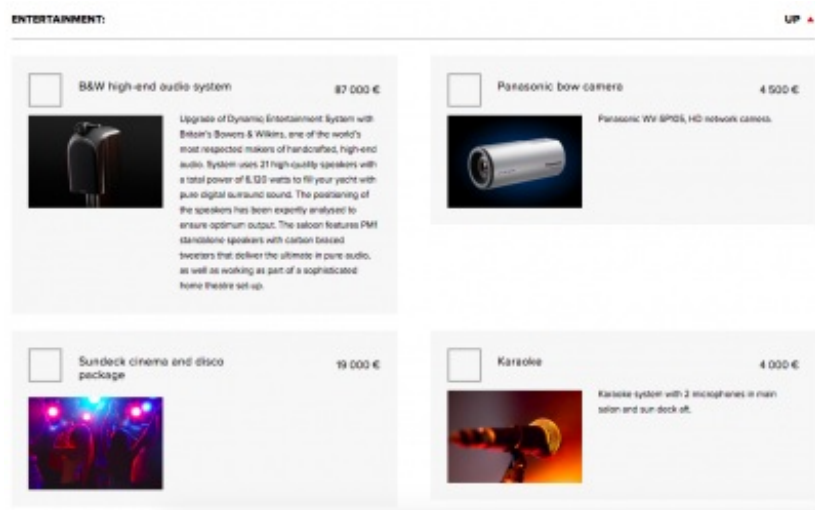


Exterior customization options

At an extra cost, clients can also add a sunpad, a Jet Ski area, an extra cabin and a forward sofa to the sundeck, as well as inserting sliding doors to the dining area. For an extra \$317,000, fire protection and safety and communication equipment can also be added, removing the range restriction of 60 nautical miles (just above 69 miles).

Aside from customizability and ease, Dynamiq's online configurator offers transparency that stands out among competitors.

“Any yacht buyer is keen to see the delivery schedule and exact price of the yacht he is interested in,” Ms. Povecerovksa said. “Also, it’s important to understand the complete price of your vessel including set-up. Usually yachts are delivered without tender and toys, china and cutlery, even loose furniture. These items make up an extra budget and you can’t operate the yacht without them.



“We were surprised that yacht builders ignored this demand for years although online configurators have been used in car industry for ages,” she said.

As affluent consumers continue to embrace technology, brands must respond by reconfiguring shopping experience in accordance with new consumer habits. Dynamiq’s online configurator allows consumers to choose exactly what they get, when they will get it and how much it will cost them with an intuitive and simple interface.

All hands on deck

Yacht makers must be creative to differentiate themselves from the competition.

Italian yacht maker Dominator International is providing visitors at the Dubai Boat Show a unique teaser of its highly anticipated 87-foot, hybrid D26 Ilumen with a virtual reality experience.

The initiative launched this year at the Düsseldorf Boat Show and the Miami Boat Show, and Dominator is bringing virtual reality to the Middle East with the Ilumen’s digital experience. Virtual reality matches the futuristic twist of the innovative yacht and will give a greater incentive for potential buyers to purchase prior to the expected completion in 2016 ([see story](#)).

Online configurators are increasingly popular ways to reach consumers in their home with a full range of options and a method making traction in other unexpected markets.

U.S. linen maker Matouk, for instance has been helping consumers visualize their “perfect bed” with its first online configurator launched last November.

Matouk allows both retailers and consumers to mix and match bedding to create their

own combinations, which appear on a photorealistic 3D bed. Since it can be difficult to imagine how the range of possibilities would look once on an actual bed, this tool will help to make the decision process easier, and make consumers more confident in their final choice ([see story](#)).

“Our Web site experienced a dramatic increase of visits since we launched the online configurator,” Ms. Povecerovska said. “Dynamiq created a perfect platform of all-aluminium GTTs (Gran Turismo Transatlantic) super yachts that can be as individual as yacht buyers are.

“We believed in success of this concept and the Web site activity during months since launch has proven it.”

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

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