

AUTOMOTIVE

Hinckley takes EV trend to the sea in first electric yacht

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Hinckley is appealing to a more conscious consumer with the Dasher. Image credit: Hinckley

By DANNY PARISI

U.S. boat manufacturer Hinckley has unveiled the Dasher, the world's first fully electric yacht.

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The yacht, which is set to be available next summer, is built to be completely powered by electricity, forgoing traditional fossil fuels entirely. For a luxury-buying community that is increasingly concerned about their impact on the environment, Hinckley is targeting a more eco-conscious consumer.

Fully electric

As climate change continues to be a pressing concern throughout the world, especially in light of the massive storms that have struck the southern U.S. recently, luxury has already begun responding with a slew of products geared towards environmental-consciousness.

Hinckley is responding to this desire by unveiling the first-ever completely electric luxury yacht.

Dasher, as the new boat is called, is powered by German automaker BMW's lithium ion batteries and is constructed from lightweight materials to get the most power out of its electric propulsion. Hinckley claims it is the lightest boat the company has ever made.



The Dasher. Image credit: Hinckley

The hardware and console components for the yacht were 3D printed, adding another layer of innovation to the creation of the Dasher.

Hinckley notes that the boat is exceptionally quiet due to the lack of fuel burning and also creates zero emissions.

Dasher can be fully charged in under four hours using dual 50 amp charging cables, which come standard at most docks, meaning owners will rarely be without a charge.

The yacht can reach a top speed of around 27 mph and can range up to 40 miles.

Hinckley is accepting reservations now for early purchasers with the first Dashers hitting the market summer of 2018.

Sustainable efforts

Hinckley's appeal towards consumers with a more environmentally-friendly bent is a smart move, especially given yachting's growing popularity in China, a country that has been one of the global leaders in reducing emissions (although, China is also one of the leaders in creating them in the first place).

The yachting industry is growing in China significantly, making it an important part of the boating sector as a whole, with the market projecting to be worth \$8.16 billion by 2020.

Chinese consumers are becoming more interested in yachting with the number of yachts in China expecting to reach 100,000 by 2020. The study of China's Yacht Market in 2016 by Research and Markets has noted that while the country's anti-corruption policy has slightly curbed the luxury market, the yacht industry remains unaffected ([see story](#)).



The Dasher. Image credit: Hinckley

Throughout the luxury industry, brands are paying more attention to creating their products in more sustainable ways.

For example, Kering is one of the biggest proponents of sustainability and reducing emissions in the luxury world. Through its large stable of brands, Kering has made it clear that sustainability at all levels is a priority.

The latest iteration of this plan is a partnership with Bio-on, a sustainable materials company, to create a new type of plastic for manufacturing eyeglasses ([see story](#)).

With Dasher, Hinckley is positioning itself as one of the premiere providers of sustainable boats and yachts, a market that so far remain relatively untouched. As more consumers begin to think about the effect their choices have on the planet, a fully electric yacht will likely start to seem like a good idea.

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