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Despite the relatively young history of the Absolute Shipyard, which began in 2002 in Piacenza, near Milano (Italy), the company's founders and current owners have been part of the nautical world for a long time and the shipyard is one of the most modern boatbuilding facilities in the world.

The entire life cycle of an Absolute power yacht takes place in the factory, where every production phase has been designed with the aim of improving efficiency in the process, while promoting safety and respect for the environment. This extends from the structural design to the assembly and from yacht testing in the pool to the finalized sale.

Technology and innovation permeate the whole site. First, a geothermal system for air-conditioning in various departments allows for a steady cool temperature from the well water (approximately 150 meters deep), without siphoning off from the aquifer; this structure is

supported by home automation for control and processing of the various environmental parameters in the departments: ventilation, air cleaning, temperature, brightness, etc. Second, the implementation of a totally automated vertical warehouse provides all the production lines with the necessary components quickly and easily.

Absolute's objectives have always been linked to the creation of an innovative and luxurious power yacht range, both from the stylistic and the technological point of view. This look at the future was well expressed through the first slogan "The Absolute Wave", in which the image of a wave expresses in a very evocative way the path of innovation that goes on without stopping, never forgetting its origins. Later, the company strongly signified with its international pulse and its deeply rooted national identity with the slogan "From Italy with love".

Absolute has had progressive and





Absolute Shipyard is State-of-the-Art Facility



constant expansion in its commercial network along with the consequent diversification of its markets. Absolute's production headquarters is in Italy, but its commercial network extends well beyond its borders thanks to investments throughout Europe, in North and South America, the Middle and Far East and Oceania. Absolute lists 35 dealers in 24 countries on all continents, and this network is still growing.

Absolute has always looked to foreign markets. Since 2003, the company has taken part in the Cannes Yachting Festival and has been exporting to main European markets such as France, Spain, Croatia and Germany. Company expansion also saw Absolute set up offices in Russia, Jordan, Turkey & Australia, giving ship owners all over the world the chance to know and appreciate the quality and elegance of the boats from Piacenza.

Each market has its needs. For this reason, Absolute motor yachts covers four

different ranges: Flybridge, SportYacht, SportLine, and the newborn Navetta. The different makes are the result of different expertise taken from dealers all over the world, a big family that cooperates with the mother company in order to continue its innovation and be competitive in every aspect of the leisure marine market.

Managers and technicians of renowned competence and experience lead the shipyard, providing guidelines to a young and enterprising team, made up of an harmonic structure of seven departments: Technical, Sales, Administration, Purchasing, IT, Warehouse & Manufacturing. This journey into the nautical world has just begun and it is making Absolute and Piacenza known wherever there are seas, marinas and people passionate about boating.

In Thailand, the Absolute dealer is Derani Yachts.
Contact Hakan at hakan@derani-yachts.com;
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