

November 2021

Great Lakes

Boating

On The Absolute Horizon

New 48 Coupe Is Heading Our Way



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Spotlight

On The Absolute Horizon

New 48 Coupe Is Heading Our Way





By Brady L. Kay

Back in September, the dazzling bay on the Côte d'Azur shined once again with the reopening of the most anticipated event among Europe's boat shows: the Yachting Festival Cannes. In the heart of the city, the Provençal Vieux Port welcomed the world's leading shipyards through elegance, luxury and high technology, marking a confident restart and an optimistic outlook for the industry.

Included in the excitement was the all-new Absolute 48 Coupe that was on display to the general public for the first time. The first-born of a fresh new range for the Piacenza shipyard starts a new generation of Absolute boats, the result of years of extensive research and innovation.

The 48 Coupe, also referred to as "the Absolute Horizon," combines comfort, superior livability and innovation with the bold, sporty lines of the new Coupe range. In the living room, the large electrically opening windows offer a boundless view of the water, while a large "terrace" cockpit accommodates versatile modular furnishings that can be easily rearranged to enjoy relaxation and leisure with friends, while admiring the water.

The Series

Absolute Yachts has thrown down the gauntlet to the luxury yacht industry with this new Coupe. The series, which is a new chapter for the Italian shipyard, has been completely re-invented. The revolutionary ideas that have made Absolute's models famous are back on board; this time, they have been enhanced by intriguing new features. For instance, solar panels, large windows with panoramic openings, and a spacious interior with new décor allow for maximum versatility of use. They also make the new series ideal for our Great Lakes.





“The reason the Great Lakes region has been such a great fit for us is because our boats are designed for real navigation and when the weather conditions affect the actual use of the boat, Absolute promptly responds,” said Cesare Mastroianni, president of Absolute of Americas and vice president sales & chief commercial officer of Absolute SPA. “Our boats are safe, reliable and designed to spend time on board with family and friends. These features combine with great comfort, which is always a matter of priority for us when developing a new project.”

Sporty & Stylish

Jefferson Beach Yacht Sales (JBYS) has been the exclusive Absolute dealer in the Great Lakes for almost six years and has found great success with the brand, selling and delivering close to 30 new boats during this time, and is anticipating the new 48 Coupe to be just as popular.

“The model range has aggressively evolved since taking on the line, always with a focus on cutting edge design and meeting the needs of a demanding boater,” said JBYS President Amy Krueger. “The range offers all the space, technology and amenities our cruising clients need as so many use their boats as a home away from home, enjoying extended periods of time on their vessel. And all of this is achieved with incredible style.”

The sporty lines preserve Absolute’s spirit and attention to the environment. Absolute 48 Coupe stands out for her bold style, high level of usability, and a strong commitment to sustainability. For example, her roof is equipped with a set of solar panels, one of which is transparent to let in natural light without overheating the room. This offers a convenient and clean source of energy, which is particularly important while you are enjoying your surroundings at anchor.

“The 48 Coupe is equipped with solar panels that allow the owner to enjoy comfort while at anchor without using the generator,” added Mastroianni. “It’s a green and comfortable choice.”

The decision to include these solar panels reflects Absolute Yachts’ principles: pursuing the least possible environmental impact while on board and during construction.





In the salon, the large side windows envelop the entire deck and, together with the panoramic windshield, offer uninterrupted visibility. From the inside, this breathtaking view turns into an actual 360-degree panorama. Moreover, the windows can be electrically opened, letting in the breeze and creating a pleasant, natural air recirculation.

"Absolute is always working to become better and smarter," stated Krueger. "The team is very involved with the dealer network which is incredibly important for a brand to keep up with client demands and expectations, and market share growth."

Familiar Feel

Absolute Yachts are built overseas but its commitment to the U.S. market is clearly on display, especially in the Great Lakes region.

"Generally speaking, we combine the Italian style and tradition with the requests coming from international customers and dealers," explained Mastroianni. "Considering the U.S. market, for example, over the years we have been implementing and developing several features specifically raised from U.S. customers' needs such as the barbecue grill on the platform, the dimensions of beds and showers, and the cooperation with suppliers who can ensure 'made in the U.S.A.' components, for an eased assistance."

Krueger couldn't agree more: "The Absolute team is a great partner and is open to listening to dealer and client feedback and this has shown in the dramatic evolution of the product line since entering the North American market."

Getting Comfortable

The cockpit is wide and extremely cozy, with no visual barriers or fixed obstacles. For this reason, its space can be adapted to multiple configurations, transforming itself to the desired way of life on board. The opening of the side gunwales offers a direct view of the water and the new glazed balustrades towards the stern give unparalleled scenery, even from the salon and the helm station. The outdoor furniture can be easily arranged in different configurations, adapting to the different needs onboard: perfect for either maximum relaxation or intriguing conversations.

A Great Fit

Another reason the new Absolute 48 Coupe is ideal for our region is simply that it's a coupe.





“While bridge boats will always thrive, we are seeing more and more individuals seeking coupe models,” added the JBYS president. “Absolute does such an incredible job bringing the outside in with their cabin volume and incredible window sizes. Without the bridge staircase you essentially have a 360-degree panoramic view from the salon which is simply awesome. A three stateroom layout was maintained from previous 47 model hulls which is a must in our region. And the cockpit on this new model is definitely something new and exciting. With no fixed furniture, the cockpit has endless configuration possibilities and the glass transom creates a seamless experience with the water and view around, and this exciting new cockpit experience is definitely something unique to Absolute.”

Uncharted Waters

The 48 Coupe—the Absolute Horizon—redefines the concept of the horizon as a new boundless dimension where it is possible to experience something unique and unprecedented. Tracing, in a way, their own horizon. Thanks to innovative and forward-looking engineering, owners and their guests can enjoy the cozy galley, perfect for lunch, as well as for an afternoon in good company. Escape from the hustle and stress of everyday life in total autonomy and safety. A unique journey also awaits below deck, where three comfortable cabins with high ceilings offer unparalleled livability for yachts of this size.





Jefferson Beach Yacht Sales

Jefferson Beach Yacht Sales has been in the boat/yacht sales and service business for over 45 years. The company is family-owned and operated, and the owners are fourth generation working in the marine industry. The JBYS team consists of passionate and experienced boaters who have earned an unrivaled reputation for quality, integrity and customer service.

JBYS represents industry-leading new boat brands, many for which they are the oldest dealer world-wide. Serving the Great Lakes with seven locations and 13 mobile service vehicles, JBYS strives to deliver the most enjoyable boating experience possible, which results from generations of experience, a passion for the water, representing only the finest brands and the genuine character and dedication of each and every team member.

www.jbys.com

Absolute 48 Coupe Specifications

LOA: 48' 11" (14.90 m)
Width: 14' 10" (4.52 m)
Water Capacity: 140 gals. (530 L)
Fuel Capacity: 422 gals. (1,600 L)
Max Capacity: 14
Category: B

www.absoluteyachts.com

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