

# Presseplaner

Press Schedule





## Organizer

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Director boot Düsseldorf:

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## General Information

Press Center

Daily from 8:30 am to 6:30 pm

Access for journalists only with legitimation

Press Parking

Stockumer Kirchstraße, parking garage P4

Press tickets / Accreditation

Online:  
<https://www.boot.com/en/Press/>

On Site:  
Press Center and in the Entrances



## Press Dates (19<sup>th</sup> January 2023)

The press conference dates and activities listed here are based on information provided by our exhibitors. The completeness cannot be guaranteed.

Friday 20.01.2023		
09:30 am	<b>Guided Press Tour</b> Highlights of 54 <sup>th</sup> boot Düsseldorf 2023	Meeting Point: Press Center

Saturday 21.01.2023		
09:30 am	<b>Opening boot 2023 and unveiling of the new Dive Tower</b> , presented by the German TV presenter Dirk Steffens	Hall 12
10:00 am – 11:00 am	<b>Princess Yachts</b> Update on current business performance, Future plans for Princess, commercial & product, Update on design language, innovation and future models, Sustainability, Q&As, Unveiling of World Premiere at the show, Boat tours	Hall 6/B21
11:00 am	<b>Ferretti</b>	Hall 6/D28
12:00 pm	<b>Jeanneau DB Yachts</b> Launch of the <b>newest model in the DB Yachts range</b> “More than you expect”. World Premiere at boot.	Hall 5/C19

	The reveal of this new dayboat will be followed by a cocktail lunch.	
12:30 pm	<b>Bavaria</b> Unveiling of the world premiere BAVARIA SR33	Hall 1/B37
01:00 pm	<b>Arksen</b> Arksen’s European launch of the Adventure Series at boot Düsseldorf	Hall 4/B41
01:30 pm	<b>Axopar Boats/Brabus Marine</b> World premiere launches	Hall 4/B59
02:00 pm	<b>Yujet</b>	Hall 3/D31
02:30 – 03:30 pm	<b>Sunseeker + MEROS</b> The Superhawk 55 World Premiere	Hall 6/B61
03:00 pm	<b>Mercury Marine</b> European Launch Celebration of Mercury Electric Outboard Avator 7.5E & V10 Verado 350 & 400HP	Hall 3/B89.1- B89.2
03:30 pm	<b>XO Boats</b> XO DFNDR 8 World Premiere	Hall 4/D40
04:00 pm	<b>Nimbus</b> Aquador will be launching the 250 HT (World Premier) and the 300 HT, which is presented internationally for the first time. Nimbus Boats will reveal a “sneak-peek” (digitally) of the new W 11 and the Nimbus 465 Grand Coupé!	Hall 4/A56- A62
04:45 pm	<b>Sirena Yachts</b> Unveiling brand-new model Sirena 48	Hall 6/A41

Sunday 22.01.2023		
09:30 - 10:30 am	<b>Azimut</b> World debut of the new model Azimut S7	Hall 6/D58
10:30 am	<b>Delphia</b>	Halle 1/B16



	World Premiere of Delphia 10 Lounge The future of electric propulsion (our two boats in Düsseldorf will be 100% electric)	
<b>11:00 am</b>	<b>Absolute</b>	Hall 6/B28
<b>11:30 am</b>	<b>Pearl</b> European Premiere of the new model Pearl 72 and introduction of the project of the new Pearl 82	Hall 6/A22
<b>12:00 pm – 13:00 pm</b>	<b>PRESTIGE</b> Brand's latest evolutions and the exclusive unveiling of the M-Line new model.	CCD South Room 02
<b>12:00 pm</b>	<b>Spirit of the Ocean/Marine Pool</b> Our way into the future new CI, new super yacht collection, our partnerships 23	Hall 7a/G19
<b>01:00 pm</b>	<b>Windelo Catamaran</b>	Hall 15/A43
<b>02:00 pm</b>	<b>Sacs Tecnorib</b> presentation of the year results and presentation of the new Pirelli P30 and Sacs Rebel 47 MY2023	Hall 5/E22
<b>03:00 pm</b>	<b>Invictus Yachts</b> World debut of new model TT420	Hall 5/C20
<b>04:00 pm</b>	<b>Capoforte boats</b> World debut of SQ240i electric, powered by Molabo ISCAD	Hall 4/B60
<b>05:00 pm</b>	<b>Travemünder Woche</b> Poster Presentation and handover	Hall 15/B23
<b>06:00 pm</b>	<b>Cantiere del Pardo</b> 2023 kick off media presentation to introduce the brand new Grand Soleil GS65 and PardoYachts E72	Tulip Hotel / Room: Fortuna 3

<b>Monday 23.01.2023</b>		
<b>09:00 am</b>	<b>Jeanneau Sailing Boats</b>	Hall 16

	Press breakfast for the launch of the new Jeanneau Yachts 55. World Premiere at boot	
<b>09:30 am</b>	<b>Arcona Yachts</b> New Arcona 50	Hall 16/A22
<b>10:00 am</b>	<b>Bavaria</b> The new sailing boat project 2023 BAVARIA C46	Hall 16/B40
<b>10:30 am</b>	<b>Contest</b> We cordially invite you to celebrate with us the joint World Premieres of our two exciting, all-new 50-foot performance bluewater sailing yachts: the Contest 49CS and Contest 50CS!	Hall 16/C54
<b>11:00 am</b>	<b>Magonis</b> Magonis debuts with a series of sustainable innovations: Magonis Wave e-550 powered by the 30 kw Mag Power electric motor, Magonis MAGbuoy and Magonis solar awning	Hall 4/D21.1
<b>11:30 am</b>	<b>Volvo Penta</b>	Hall 10/A22
<b>12:00 pm</b>	<b>MEROS</b> Meros premier of their Signature 'New look' 95 yacht – designed specifically to better suit co-ownership. MEROS updates on the growth of the sharing market and its plans to launch this bespoke sunseeker model across the Mediterranean.	Hall 6/B61
<b>12:30 pm</b>	<b>Rand Boats</b> Breeze 20 and Source 22	Hall 5/A21
<b>01:00 pm</b>	<b>Bavaria</b> World premiere of the new BAVARIA SR33	Hall 1/B37
<b>01:30 pm</b>	<b>Kiel Marketing</b>	Hall 15/A24



	The Ocean Race	
<b>02:00 pm</b>	<b>DUFOUR YACHTS</b> Boot Première DUFOUR 37 and launch of a new model	Hall 16/B39
<b>02:45 pm</b>	<b>San Lorenzo</b> ON TRACK STRAIGHT TO 2030	blue innovation dock / Hall 10
<b>03:30 pm</b>	<b>Elan</b> Elan Yachts will present their brand new 43 feet family cruiser, the Elan Impression 43 along with their partners Pininfarina and Humphreys Yacht Design and reveal future plans for the company. Attendees need to register via this link <a href="https://share.hsforms.com/14avrjLmSjGgoToX0aPifg3jg27">https://share.hsforms.com/14avrjLmSjGgoToX0aPifg3jg27</a>	Hall 16/D 57
<b>04:00 pm</b>	<b>FOUNTAIN PAJOT</b> New partnership with Dream Yacht Charter	Hall 15/A 42.1
<b>04:30 pm</b>	<b>Axopar Boats/Brabus Marine</b> Summary of the new boats launched on the opening day. Q&A and Interview opportunities available	Hall 4/B59
<b>05:00 pm</b>	<b>Kieler Woche</b> Poster Presentation and handover	Hall 15/A24

<b>Tuesday 24.01.2023</b>		
<b>09:00 am</b>	<b>International Breakfast Meeting</b>	CCD South
<b>10:00 am</b>	<b>Press conference with Hannes Jaenicke</b> , Actor and ocean activist	Love your ocean stage Hall 14
<b>10:30 am</b>	<b>Highfield Boats Option</b> Highfield Boats Brand update. 10,000 boats delivered in 2022	Hall 9/C24
<b>11:00 am</b>	<b>Raymarine</b>	Hall 10/B18

	Media one-to-ones on the stand with Raymarine's product team. Please book a slot by emailing <a href="mailto:Chloe@themtmagency.com">Chloe@themtmagency.com</a>	
<b>12:00 pm</b>	<b>BENETEAU</b> Recycable resin, alternative propulsion, new materials, BENETEAU reveals an array of innovations for sustainable boating. Discover the Oceanis 30.1e and First 44e	Hall 16/B42
<b>01:00 pm</b>	<b>Imtech - imatjet</b> The story of iMatJet® - the world's first motorized water lounger	Hall17/A28
<b>04:00 pm</b>	<b>Explorer Yachts</b>	Hall 6/A62
<b>05:00 pm</b>	<b>Ocean Forum</b>	Hall 14 love your ocean stage
<b>06:00 pm</b>	<b>Beach World Dealers Day</b> Please confirm your participation at <a href="mailto:team@apm-marketing.de">team@apm-marketing.de</a>	Hall 17

<b>Wednesday 25.01.2023</b>		
<b>11:00 am</b>	<b>YANMAR Marine International</b> Media one-to-ones on the stand with key YANMAR sales, marketing and development personnel to discuss new Energy Transition announcement. Book a slot by emailing Jules at <a href="mailto:j.riegal@saltwater-stone.com">j.riegal@saltwater-stone.com</a>	Hall 10/A40
<b>12:00 pm</b>	<b>MS Marine</b> Weltpremiere Sterk 31 RC	Hall 4D/59

**Thursday**



<b>26.01.2023</b>		

	Well-known water sports fans – thoughts on sustainability?	
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<b>Friday 27.01.2023</b>		
<b>12:00 – 02:30 pm</b>	<b>Captains Day</b> Sportstiftung NRW	Halle 1, Room 14
<b>07:00 pm</b>	<b>dive award</b>	Hall 12 Dive Center
<b>Saturday 28.01.2023</b>		
<b>10:30 am</b>	<b>Tag des inklusiven Segelns</b> Deutscher Seglerverband	CCD Süd, Foyer vor den Räumen 6 und 7
<b>11:00 am - 12:00 pm</b>	<b>blue innovation dock</b> The NGO perspective – is the industry doing enough?	Bid Hall 10
<b>12:45 pm</b>	<b>Störtebecker Opticup</b>	Start Sailing Halle 15
<b>04:30 pm</b>	<b>“Picture of the year “ director’s price Award</b>	Hall 12 Dive Center

<b>Sunday 29.01.2023</b>		
<b>11:00 – 12:00 am</b>	<b>blue innovation dock</b> Expectations of boat users vs industry in the green transition	bid Hall 10
<b>01:30 – 02:30 pm</b>	<b>blue innovation dock</b>	Bid Hall 10



## Press Contacts

The following representatives will be available for answering questions of journalists.

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