



## **PORTRAIT OF MARTIN HUBER, FOUNDER AND MANAGING DIRECTOR MEROS YACHTSHARING**

### **ENTREPRENEUR WITH REVOLUTIONARY YACHTING CONCEPT**

As a student of automotive engineering, Martin Huber started out with the modification of diesel engines. He used his ideas to go into business for himself and, drawing on technical innovation and a vibrant entrepreneurial spirit, built an entire corporate group with a focus on the automotive sector. Sustainability issues were his constant companions. From emission reduction for diesel engines, his company progressed to green electromobility in 2010. Today his corporate group generates 90 percent of its revenue in the area of alternative drive systems.

The idea of sustainability is also firmly embedded in his concept for Meros Yachtsharing. Initial trials with virtually CO<sub>2</sub>-free fuel were on the agenda for the new Sunseeker Meros Signature 95 as early as 2023. Long term, Martin Huber believes that hybrid drives, designed to deliver up to 25 nautical miles of zero-emission electric propulsion, will be the solution. For Huber, sustainability in yachting also means several users sharing the same yacht. Co-ownership does, after all, ensure resource efficiency even during the construction of yachts.

Huber has more far-reaching plans to preserve the environment. These include the progressive introduction of low-CO<sub>2</sub> fuels or alternative drive systems on yachts that are managed by Meros. He is equally determined to avoid unnecessary transfers to other sea areas. This could be achieved by swapping booked weeks on ships in other regions of the Mediterranean. Suitable opportunities will arise as the Meros fleet grows. Yacht sharing also means berth sharing, so more clients would gain access to coveted hotspots. Ports would benefit from these arrangements as well by increasing frequencies without the need for additional berths.

“Shared yachts provide a new client segment with access to the superyacht segment, which in turn would stimulate or even revolutionise the sector” Martin Huber says confidently. He has developed an essentially risk-free portfolio for sustainable use of upscale luxury yachts in the highly popular shared economy. The concept builds on a fixed fee to join or leave the model, in addition to annual usage costs. At the same time, he has created a financing and use concept from the viewpoint of co-owners to ensure that the process of joining or leaving remains transparent and calculable without hidden costs.

The underlying aim was to offer the market a genuine alternative to sole ownership of luxury yachts. Driving the model was the determination to make as few compromises as possible and to guarantee a truly premium experience. Huber developed his concept to optimise temporary use of large yachts and to provide financially attractive conditions in collaboration with Sunseeker London Group, the European sales organisation, and industry experts. His modern approach: sharing minimises the costs for all stakeholders through enhanced use. Meros Yachtsharing is the exclusive contractual partner and sole provider of a co-ownership model for new Sunseeker superyachts in Europe.



Martin Huber intends to expand into the Mediterranean with the Meros sharing concept and to enable each user to explore new sea areas on other vessels in the Meros fleet by simply exchanging their booked weeks. Meros sales offices currently operate in Malta, Spain (Balearic Islands), Germany and soon in the UK.

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