



COMPANY PORTRAIT

SHARING ECONOMY IN THE LUXURY YACHT SEGMENT

THE MEROS CO-OWNER MODEL PROVIDES SUSTAINABLE YACHT-SHARING OPTIONS FOR SUNSEEKER SUPERYACHTS

Meros Yachtsharing was founded in 2019 by entrepreneur Martin Huber. His aim was to offer the market a genuine alternative to sole ownership of yachts – with as few compromises as possible and guaranteeing a truly premium experience. With the growth of the sharing economy came a new set of opportunities for the yachting industry to maximise use of large vessels and provide more financially attractive terms.

“Our sustainable co-ownership model presents a unique opportunity to enter a young market. In our yacht sharing models, the costs are shared equally between several owners, with the knock-on effect of maximising use of a large vessel. It is a modern and sustainable approach for the sector”, says Martin Huber, founder and Managing Director of Meros Yachtsharing.

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. Today, Meros is the only company in Europe to enable co-ownership of new Sunseeker superyachts managed by seasoned crews. The experienced Meros management team takes care of service, route planning and legal issues. Meros Yachtsharing offers two co-ownership models: Flex Shares and Quarter Shares.

Flex Shares was developed for the new fleet flagship, the Sunseeker Meros Signature 95. It involves use of a 95-foot superyacht by several persons or companies. Meros offers the Quarter Shares model – equal to a 25 percent stake – for the Sunseeker 86. In this ownership option, co-owners hold an indirect, prorated share and accept the commensurate costs for maintenance, necessary repairs and depreciation.

The Meros Flex Share model is being expanded into the Mediterranean and offers Meros clients the opportunity to swap weeks between equivalent ships in other regions. Doing so eliminates significant transfer costs and enables each co-owner to explore a variety of maritime areas.

The crew on board consists of a captain, deckhand, stewardess and first-class personal chef. They take care of service, catering and an itinerary that is individually tailored to the co-owner’s particular wishes.

Meros Yachtsharing is the exclusive contractual partner and sole provider of a co-ownership model for new Sunseeker superyachts in Europe. Meros branches currently operate in Malta, Spain (Balearic Islands), Germany and soon in the UK.



Meros just recently won the Luxury Lifestyle Award 2022 in the Best Luxury Experience in Spain category, which proves the value of its revolutionary concept. LLA honours the best luxury goods and services worldwide each year.

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