



## **MEROS CO-OWNER MODEL PROVIDES ACCESS TO SUNSEEKER SUPERYACHT FLEET IN OVER 10 YACHTING HOTSPOTS**

- *Meros Yachtsharing will take part in the Boot Dusseldorf 2024 showcasing the new Sunseeker Meros Signature 95*
- *The company is the exclusive contractual partner and sole provider of a co-ownership model for Sunseeker superyachts in Europe*
- *A completely unique yacht-sharing model with no peers on the market that is offering access to over 10 yachting hotspots*
- *Environmentally conscious with an increasing capacity to use HVO-100 fuel across all new yachts, supported by Repsol for distribution and MTU Rolls Royce for research and development*

**Meros Yachtsharing** was founded in 2019 by a successful German entrepreneur and experienced yacht owner. The company is the exclusive contractual partner and sole provider of a co-ownership model for Sunseeker superyachts in Europe. The company's branches currently operate in Germany, Spain (Balearic Islands), Malta and soon in the UK.

The founder's aim was to offer the market a genuine alternative to sole yacht ownership – 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 larger vessels and provide more financially attractive terms.

Now, the company is gearing up to participate in the upcoming Boot Dusseldorf 2024 with one of the largest superyachts at the entire exhibition, the new and highly customised **28-metre Sunseeker Meros Signature 95** — It will be presented with the brand ambassador and Meros member, **Esteban Ocon**, an F1 driver for Alpine BWT. This will mark the company's third superyacht in the fleet, another Sunseeker 95 launched in 2023 and a Sunseeker 86.

*“Our sustainable co-ownership model presents a unique opportunity to enter a growing market. In our yacht sharing models, the costs are shared in parallel to your usage. It is a modern and sustainable approach for the sector where we focus on the client's entire experience,”* says **Georg Oehme, Managing Director of Meros Yachtsharing**.

**Meros** has developed a concept to optimise the ownership and use of larger 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 team takes care of yacht & crew operations, route planning and administration providing a service that extends well beyond mere asset management.



## How it works

**Meros Yachtsharing** offers two co-ownership models: Flexshare and Quarter. Flexshare is a commercial structure that prioritises flexibility and experience. It involves use of any of the Flexshare fleet by several co-owners, a network of yachts that co-owners benefit from. In addition, Flexshare is the home of the **Meros concierge**, and it offers members and co-owners exclusive invites and access to some of the most desirable events in the world, such as the Formula 1 Monaco Grand Prix. One of Meros' yachts is berthed trackside and all owners are invited to enjoy a weekend hosted by the platform. In addition to this, Meros members and co-owners receive exclusive benefits from like-minded partners, such as Netjets and Thirdhome.

As revolutionary as it seems, **Meros** also offers a classic co-ownership structure that honours tradition. The Quarter share model – equal to a 25 percent stake – currently available only on the Sunseeker 86 Yacht. In this ownership, co-owners have direct ownership of a privately registered vessel and **Meros** supports and manages the vessel, all communication and crew assuring all-round happiness.

After the success in the last year in the Western Mediterranean, Meros Flexshare model is expanding into the Eastern Mediterranean and the UAE. The newest yacht launching in time for the season offers **Meros** clients the opportunity to swap weeks between equivalent yachts in other regions and elongate the season. Doing so eliminates significant transfer costs and enables each co-owner to explore a variety of countries and cultures. The crew on board consists of a captain, deckhand, stewardess, and a first-class personal chef. They take care of service, catering, and itinerary.

The company is committed to environmental consciousness with an increasing capacity to use HVO-100 fuel across all new yachts. The initiative is supported by Repsol for distribution and MTU Rolls Royce for research and development.

**Meros** just recently won the Luxury Lifestyle Award 2022 and 2023 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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