

Newsletter

December '10

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BEST VALUE PERFORMANCE CRUISER



The big one - Salona 60



Our new sailboat marks the entrance of Salona into a completely new market segment- the market of luxurious semi-custom yachts. Simultaneously, high quality in combination with convenient price will make possible for our faithful customers the purchase of this 60 feet long model in spring 2012.



It is a sailboat with an uncompromised sport design signed by America's Cup designer, Jason Ker.

The elegant exterior offers a vast area for outdoor living while the elegant lines of the hull guarantee good performance for which the Ker's projects are famous all over the world. On the other hand, Salona maintains the spirit of modern, elegant interior that is designed according to the preferences of the owner.



In combination of natural materials and modern textures in the interior, the most advanced technological solutions in the construction of vessels and elegant layout that characterises our sailboats, Salona definitely introduces a new breeze of freshness into the market.

Paris 2010 French kiss for Salonas

This is the first time that on the occasion of Paris Boat Show Salona presented itself as an individual exhibitor with the newest model being exposed on the stand, new Salona 41.

Attractive performance resulted in making numerous contacts with French sailing fans and, like the cherry on cake, five new sailboats were ordered by Les Glénans sailing school.

This is one of the oldest sailing schools in the world, founded in 1947, where more than 15 000 participants attend sailing programs every year.

With pleasure related to this new significant order of Salona sailboats on probably the most competitive sailboat market in the world, we are especially delighted with the fact that our sailboats are recognised as the ones with the high quality that meets the needs of sailing programs at the famous sailing school, Les Glénans.



The January Offensive London and Dusseldorf in sign of Salona

Again in January, Salona will be successfully presented at international boat shows in London and Dusseldorf.

The Salona 44 will be presented to British sailing fans, while in Dusseldorf premiere of Salona 41 will be accompanied with unavoidable topic - presentation of the Salona 60 that marks a new age of shipbuilding at our shipyard.

Visit us at: London - M21, Dusseldorf - H16, D21



ORC World Championship Cres, Croatia 2010-12-31

On the occasion of the ORCi World Championship Salona is going to be one of the main sponsors of that competition.

Regarding the fact that the best ORCi sailors gathered in this part of Mediterranean by the greatest number of cruiser racer sailboats will be on Cres, a special exhibition area will be provided for that occasion. This will be an ideal occasion for Salona test sails and an opportunity to get a closer insight into the quality of our brand, and the sailboat festivity under the sails wouldn't be the same without festivity on land that we are going to organise. More at www.scor.hr



Salona Superbrand

Salona has been voted as a 'Superbrand' for 2010 by Superbrands Croatia.

The 'Superbrands' Council consists of 65 eminent figures in the world of branding



and more than 23.000 consumers. Superbrands was founded in London in 1994, and today is global business operating in over 88 countries worldwide.

2011

croatian
BOAT of the YEAR
NOMINEE



Croatian Boat of the Year 2 X Salona

After numerous international recognitions among which the most appreciated are those obtained from our satisfied clients, this year our two models, the Salona 41 and the Salona 44, are participating in the contest for the Croatian Boat of the Year (organised by the portal NauCAT).

The prestigious awards will be given during the Zagreb Boat Show which will be held in February 2011.

We appreciate the nomination for the Croatian Boat of the Year and we hope that fidelity to our brand shown by our customers at this part of the world will be justified.