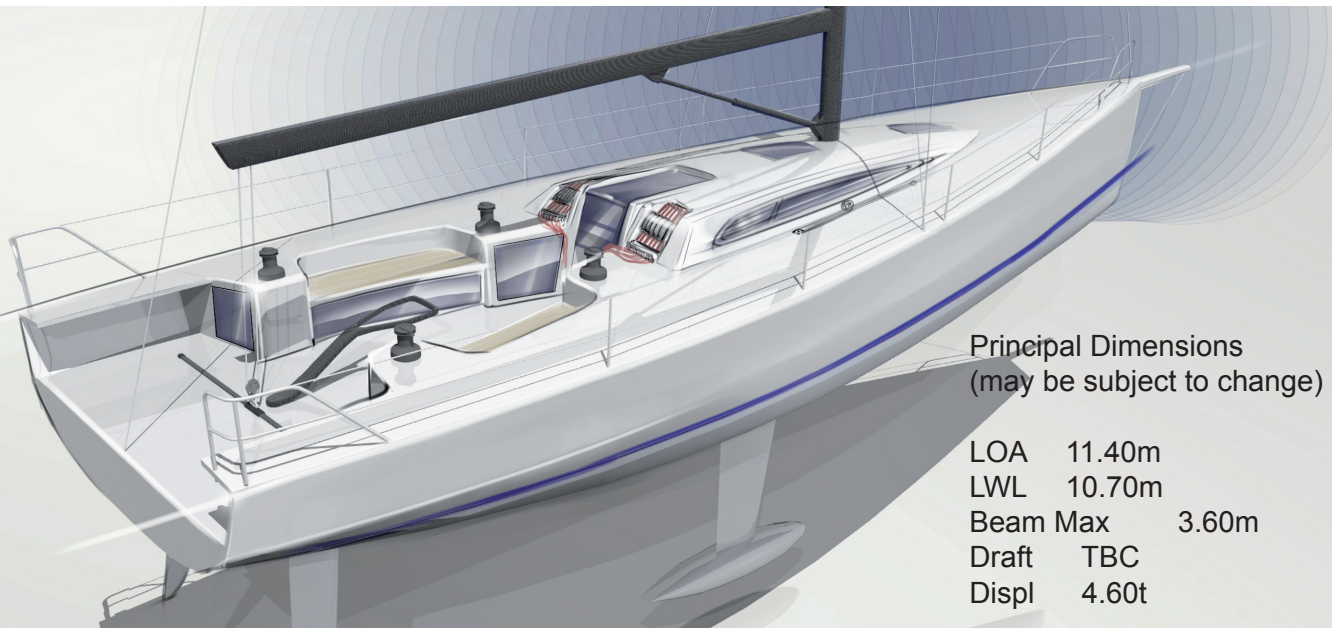


Press Information Boot Düsseldorf 2011

24th January 2011



Yachting history in the making: The Iconic Maxi 11 We thought about naming her VROOOOOOOOOOOM

Announced for the first time here at Boot Düsseldorf, the outstanding new Maxi 11 represents the epitome of a high-tech 'dual purpose' yacht for the 21st century.

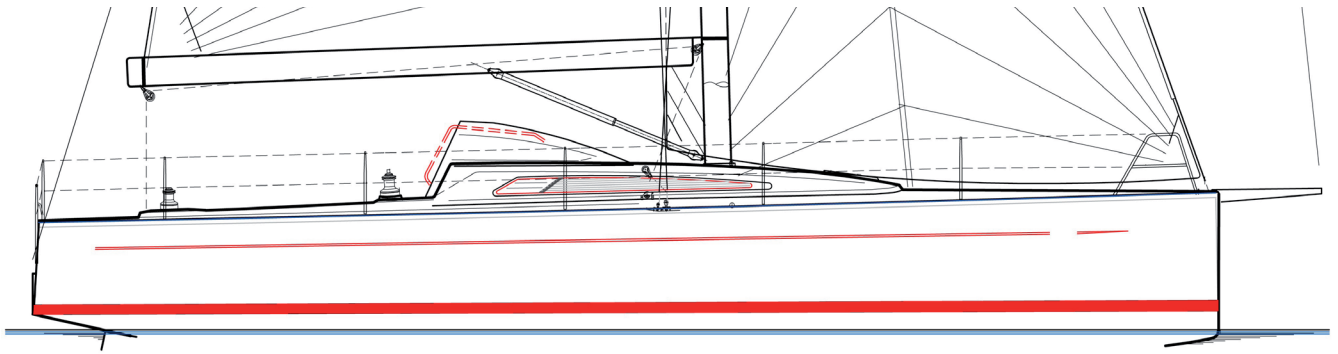
Please let us stress right at the beginning that this spectacular design is still conceptual and yet to be finally confirmed. While final details are still being discussed, our intention is also to interact with potential clients via a dedicated website at www.maxi11.com and invite their input into the final stages of the design prior to production.

One quick glance at her lines and characteristics tells you that amazing sailing performance, combined with comfortable and safe characteristics for relaxed cruising are on offer.

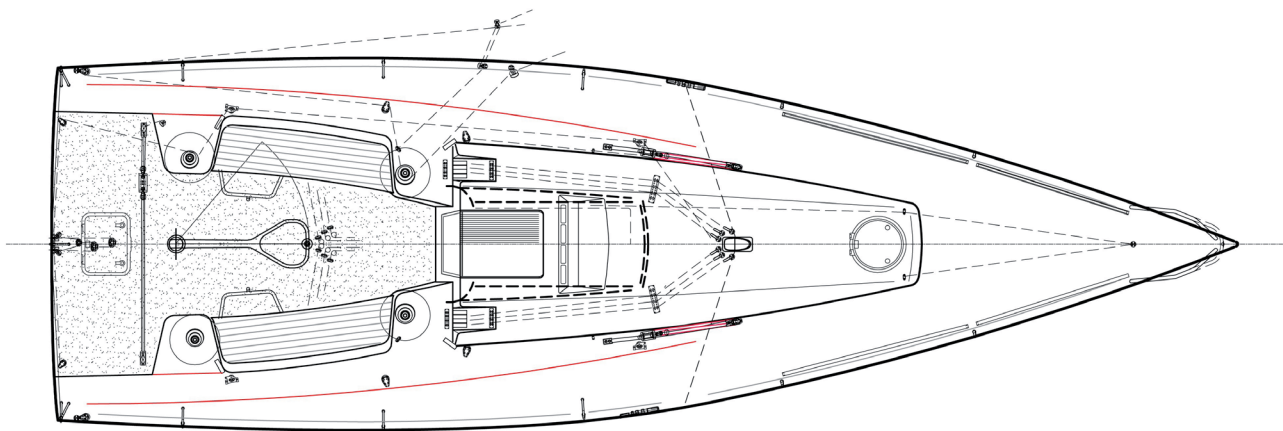
The new yacht, conceived with short-handed crews in mind, offers the flexibility of being sailed with ease and almost as fast with a crew of two, as opposed to the full crew compliment of four.

The design has been overseen by PP Design - the design consultancy organisation started by Pelle Petersen, who is already well known in being responsible for other previously successful Maxi Yacht designs, in addition to being a successful fashion designer and car designer among his many other talents.

This state of the art 37 feet / 11.40m sailing yacht will have the same functions and performance as that of larger yachts, yet will be easier to handle and more fun!



2-HAND-RACER



The plumb bow, deep draft keel and long waterline length has been inspired by the best solutions from racing yachts. With a stiffer and stronger advanced composites hull, wider stern, pointier bow and extendable bowsprit, the Maxi 11 has the potential to deliver exceptional upwind performance in all conditions with exciting double digit speed downwind and when reaching.

With design & engineering attributes which clearly push the boundaries of modern yacht design, the new yacht will be surprisingly comfortable below deck. Final interior options are still to be confirmed, but 37 feet LOA will mean standing headroom, a spacious and comfortable saloon, a twin-sink galley, spacious heads and shower compartments and generous accommodation.

Designed with large portholes or even all glass skylight solutions, an astonishing amount of daylight will find its way below deck, so that owners and crew can expect an extremely pleasant living experience inside.

The hull and deck will be moulded at Najad's 7,000m² high-tech hull manufacturing facility at Åmål in Sweden and completed to the kind of standard that Najad and Maxi Yachts are known for worldwide.

For news and further information and for regular production updates please visit www.maxi11.com

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