

ADMIRAL TECNOMAR

# AN ADMIRABLE QUALITY

Faced with an evermore competitive industry and sales that remain sluggish globally following the financial troubles of the previous decade, many yards are keeping their heads low and waiting for an absolution, while others are charging ahead to meet the future head-on.

By **Shaun Ebelthite**  
Images Courtesy **Admiral Tecnomar**



**W**hen discussing Admiral Tecnomar, which is in the process of establishing a dealership in the UAE, its best to start off with a discussion of numbers: since the 1950s, the group has launched more than 400 yachts, expanded their total production area to 100,000sqm and employs more than 210 people. This was recently increased by 150 people after Admiral Tecnomar purchased the Nuovi Cantieri Apuania shipyard in Italy in 2012, a move that created the Italian Sea Group, under which all three brands now operate. "Numbers are our strength," Admiral Tecnomar's CEO Giovanni Costantino

aply remarked during a recent interview. During this process, Admiral Tecnomar were also shifting their local representation in the Gulf to a newly created yacht management and consultancy, the details of which are to be announced soon. Yachts magazine went to discover why these developments are being pursued, and what they mean for the future of this leading Italian brand. Admiral Tecnomar Two distinct shipyards make up the Admiral Tecnomar brand, which in just two short years since the merger was finalised, has made an impressive name for itself on the

international yacht market. In 2009, a holding company chaired by Mr Giovanni Costantino took over the Tecnomar shipyard. A year later, Tecnomar, given its new lease on life through considerable investment, bought out Admiral and the two historical names were brought under the same roof. We asked Mr Costantino what the primary differences are between these two historical brands. "While Tecnomar yachts have, since 1987, been synonymous with performance and sportsmanship, Admiral, which produced its first yacht in 1966, has always been recognised and appreciated for the elegance, classical spirit and prestige of its displacement and semi-displacement yachts." However, Admiral's story starts further back in the 1950s when it began building wooden yachts as Cantieri Navali Lavagna under the brand names Arcobaleno Super and then later President.

**Admiral Tecnomar have shifted their dealership in the UAE**

Significant investment has been made by Costantino into both yards, allowing them to expand their model ranges extensively - Admiral alone offers 22 semi-cus-



**Giovanni Costantino took over Admiral Tecnomar in 2009 and has been preparing it for the future since**

## I Focus

tom models between 35m and 75m across six series, while Tecnomar offers six models in two different series between 30m and 47m. Tecnomar's flagship, the Nadara 47, is a particularly impressive vessel - built entirely from aluminium, she is capable of a top speed in excess of 26-knots, thanks to her twin MTU 3,460hp engines and planning hull design. Admiral Tecnomar's pedigree speaks for itself, according to Costantino. Admiral have launched 131 yachts to date, while Tecnomar have delivered 282. However, Costantino is not a CEO to rest on his laurels. "In 2012 we redeveloped the way in which we built yachts at the Tecnomar yard," he told us. "We abandoned composite construction in favour of steel and aluminium, which ensure higher quality levels and better strength on a weight-for-weight basis."

It is not only the way they build their yachts that Admiral Tecnomar have been changing. In late 2012 it was announced that the group had purchased the Nuovi Cantieri Apunia shipyard, which has a well-established reputation in the commercial shipbuilding and refit sectors. According to Costantino, Admiral Tecnomar bought the yard in order to diversify their presence in the international yacht market. "We will now cater to every division of the industry," he told us. "Yachting, naval and refit, creating

a great conglomerate group covering every detail of the market." The Italian Sea Group is the corporation under which Admiral Tecnomar and the NCA yard will now operate. It is one of the largest maritime groups in Italian history. "We will be spending around 10 million Euros redeveloping the facilities at the NCA yard," Costantino told Yachts magazine. "A massive restoration plan is underway on this yard which, since 1945, has launched 145 vessels, from cruise ships and ferries to chemical tankers and tugs." Most significant for the yachting sector will be Admiral Tecnomar's entrance now into the refit sector, providing them with the ability to provide a range of maintenance, repair and refit services to owners of Admiral or Tecnomar yachts, as well as super yacht owners in general.

With a 30m flybridge planning yacht from Tecnomar's Nadara series under construction for a client in the UAE and significant interest in the brand locally, it appears that Costantino's confidence in the local and regional market is well-founded. The formation of the Italian Sea Group will indeed make Admiral Tecnomar a formidable player in the international yacht market. If these are the developments made in the past three years - we can't wait to see what the next five or ten have in store. ■

**The Impero 47 from  
Admiral features  
dramatically military  
inspired styling cues**

