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New brand, same MB92

MB92 is operating under a new brand identity, we speak to Pepe García-Aubert at MYS 2016 about the branding change and the future of the yard



Marina Barcelona 92 (MB92), the superyacht maintenance, refit and repair yard has recently launched its brand new visual identity. The new branding is one more development for MB92 in a period of investment and evolution. SuperyachtNews speaks with Pepe García-Aubert, MB92's CEO, at the Monaco Yacht Show 2016.

García explains that MB92's new identity reflects the yards mentality, the desire to continuously adapt and meet the needs of the market. The change comes at an opportune moment for MB92 as the Balearic and Spanish industries continue to go from strength to strength.

On the successes of OneOcean Port Vell and the Spanish market García says, "For us it is a dream to have a superyacht marina close to us, it is the ideal scenario because most of our clients have, traditionally, come from France, Italy, the Caribbean and the US," adding, "The increase in yachts coming to the Balearics and Spain is perfect for us and the cruising situation is much better now than in the past."

With the refit market in such rude health when compared with the new build sector – with a few exceptions to the rule – García welcomes the prospect of competition. Over the past few years even the largest and most successful shipyards in the world have recognised the importance of the refit model, whether that be to subsidise stagnant order books or to capitalise on the benefits of lifecycle management and continued client engagement.

"I think [the purchase of] Blohm+Voss was a great move, it is a fantastic facility, one of the best facilities in the world, but it has not been active these last few years," continues García. "Now it is in the hands of the number one company in our industry, it will create more activity in the new build sector. If they choose to do refits, it will mean competition, but I think competition is a challenge that makes everyone better."

A bugbear of García's, he explains, is that all too often the problem with the superyacht industry is that competition is often weak in terms of the quality of its output. "For experienced owners this is not a problem," he says. "But, for new owners it can put them off ownership. If an owner finds yachting more troublesome than fun then it is a problem for all of us."

In order to keep pace with speed at which superyachts are growing in size, MB92 will build a shiplift with the capacity to haul out yachts up to 4000 tons, as well as upgrading various other elements of MB92's facilities and services, including various online tools that will be rolled out over the coming year. However, on developments further down the line, García keeps MB92's cards close to his chest.