

# Living The Experience.

News from Krüger Werft - Autumn 2010



Dear customers and potential customers,

An eventful water sport season is over. The highlight of our Summer was the inaugural InWaterBoatShow which we helped to launch between August 20 and August 22, 2010 in Bottighofen. This newsletter will provide you with a comprehensive review. Our Summer issue presented the first application of a trailblazing combined nitrogen oxide and particulate reduction - the DIFblueLES combo emission treatment system. We are delighted to welcome DIE IDEENFABRIK GmbH as our partner and anticipate a lasting cooperation.

We still stock some stylish new boats and extremely beautiful pre-owned boats. We are ready to discuss your needs at short notice.

You can now register directly on our website for Winter storage with delivery in Spring.

Our newsletter, as well as an updated website of [www.krueger-werft.ch](http://www.krueger-werft.ch), will be provided with the change of the seasons.

We wish you a busy and colourful Autumn and a peaceful Christmas season.

Your Krüger Werft Team



### Looking back: the „InWaterBoatShow“ on August 20 to 22, 2010, in the Bottighofen marina near Kreuzlingen/Constance

Under the auspices of Krüger Werft AG, the IWBS association developed a novel event concept with the InWaterBoatShow in Bottighofen. The result was a roaring success. More than 4,000 visitors enjoyed the lovely weather and learned more about the current trends in water sports and the latest models displayed by illustrious motor- and sailboat manufacturers. Krüger Werft AG presented the models Nimbus 335 / 365 as well as the complete Frauscher collection. This event with its Mediterranean atmosphere will be held again in the new year.



### Krüger Werft - with body, heart, and soul

Willi Krüger lives and works for Krüger Werft. Immediately after concluding his training as a boat builder at Lake Zurich in 1959, he became the manager of the shipyard that had been founded by his father and 51 years later, he is still active in the company.

In his private life also, the senior director is deeply tied to the water, his hobbies being sailing and fishing. When contemplating the major developments in shipyard operation and boat sales, two items quickly come to his mind: „It becomes more and more rare for beautiful wooden boats to be built. Bureaucracy (the EU sport boat directives, for example) demands four times the time to get a boat certified.

Today, two people will work half a day which used to be done by one person within one hour.“ In Autumn, leisure and profession are often intertwined. Transferring boats, consulting with customers, and in between tidying the garden are the typical Autumn activities of Willi Krüger. During his many years as an entrepreneur, he arrived at one important principle: **„Friends will never create a business, but a good business can result in friends.“**



### **Our new partner: DIE IDEENFABRIK GmbH based in Tettngang, Germany**

We are absolutely delighted to welcome an innovative company such as DIF, DIE IDEENFABRIK GmbH in Tettngang as our new cooperation partner for drive and emission reduction systems for the Swiss Lake Constance area.

Boat drives are regulated by very strict and soon to be even more rigorous exhaust emission thresholds for nitrogen oxides (NOx) and particles (PM).

The authorities are in the process of issuing significantly more stringent directives for particular environmentally sensitive zones (national coastlines, harbours, lakes, and rivers, for example).

These new emission standards can be complied with only by using an external exhaust after-treatment system such as the blueLES by DIF.

Our partner offers systems which ensure emission reductions of 80 percent and more.

They are available for diesel main drives, auxiliary and generator drives and consist of rugged and maintenance-free metallic SCR (selective catalytic reduction) catalytic converters and metallic diesel particle filters (DPF).



### **Looking back: KWAG at the „Interboot“ in Friedrichshafen between September 18 and September 26, 2010**

Nimbus was represented by a joint display of Boote Polch Switzerland AG and Krüger Werft AG. With the objective of offering an even better service to the Swiss Nimbus user community, the two companies have agreed to intensify their cooperation in the future.

The guests - predominantly experts - were able to take a close look at the 31 Nova S (world premiere), 335 Coupé, 365 Coupé, and 43 Nova models. The 335 and 365 Coupés, in particular, became centres of attention. Overall, the show was a relaxing event that scored with the superb quality of the boats on display.