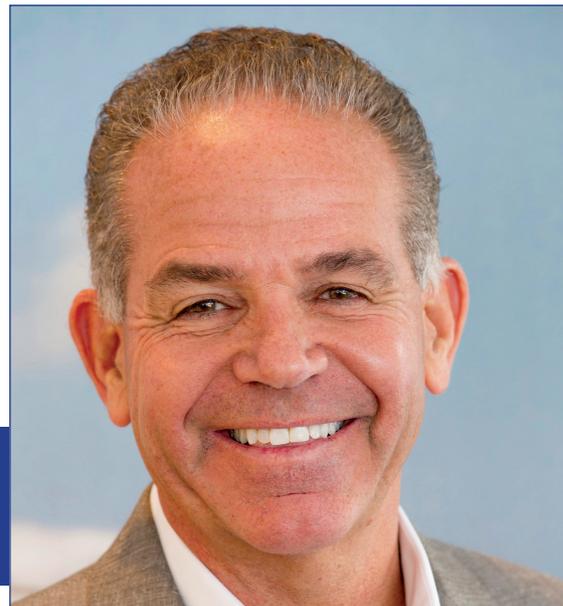




outerreefyachts.com

JEFF DRUEK

Outer Reef Yachts is the global leader in building long-range motoryachts from 55 to 115 feet. The Outer Reef team strives to glean feedback from our client base, and remains cutting edge with engineering and design. The end result: award-winning yachts and owners who become a part of the Outer Reef family for years to come.



PMM: Describe the state of your market in 2001 compared to what it is today, and tell us how this has affected the way you conduct business?

JD: 2001 was in the early years of the company and we were building our brand. At that time, the market was leaning toward larger boats, ergo the introduction of our first line in the 80-foot-plus range. Subsequently, in the following years, and as the market shifted, we developed smaller models: 65 to 70 feet, and later, a 58- to 63-foot offering. We continually follow the market and changing demographic. Post-recession, and seeing the buying power of a younger demographic emerge, we targeted that market with the new Outer Reef Trident Series (55 to 98 feet) to capitalize on this sector. Our business model plans two to three years ahead, and this has given us an edge in upcoming trends and our clientele's needs.

PMM: How does your company define quality, and what do you do to meet that definition?

JD: At Outer Reef, quality is twofold: quality instilled throughout the product, and quality expressed throughout each transaction pertaining to after-the-sale service. Product quality is ingrained in our philosophy and all Outer Reef employees share in this philosophy, starting with top management and filtering through each employee's daily tasks. To us, quality throughout the product and process has no boundaries, which is why we have won "Best in Class" awards for both our 700 and 860 models. Equally important is the quality of sales and service, which each and every one of our clients will experience; we make it our

top priority. Thankfully, we receive testimonials on a weekly basis of how Outer Reef's team has gone above and beyond the call of duty to ensure the owner's satisfaction, safety and comfort. Along with the lifestyle element in owning an Outer Reef, owners will always remember how they were treated throughout the entire process. In essence, you can have a great product, but without that euphoric ownership experience, the quality of the boat is short-lived. The old credo of "the customer is always right" is alive and well at Outer Reef Yachts.

PMM: Can you tell us a little about new products or services that you are developing?

JD: Outer Reef is in the business of building dreams. The idea for the 550 Trident was born from extensive market research and numerous requests from our clients. What we were consistently hearing were calls for an all-in-one vessel presenting cruising flexibility, safety, functionality, economy and an alluring retro-classic look. This is essentially the realized version of an extensive owner-generated wish list. What's more, her owner can be confident in her capability for long-range cruising, or on the other hand, for providing a quick weekend jaunt. Additional model sizes are offered, including 650, 750 and 980. The 55-foot Trident will be launched officially at the 2015 Cannes boat show.

PMM: What separates your company and product/service from others?

JD: As the president and CEO of the company, I personally will not accept substandard quality or service. If you treat people like you expect to

be treated, the rest will come naturally. It is also about passion. I love what I do and cannot think of another way I would like to spend my time. This is not a bean-counting company, though we are smart with the way we invest in our projects, technology and all systems benefitting the end-user. Most corporate decisions are made as a calculated dynamic: How will this make the company better? How will this enhance client satisfaction? Keeping the client top of mind, continuously putting ourselves in the owners' shoes and experiencing what they experience has served us well. We will continue to build boats with our clients' needs at the forefront of everything we do.

