

DARE TO BE DIFFERENT
HORIZON FD85

HORIZON

World Class Yachts

Visit the Horizon FD85 first debut in Europe at the 2017 Cannes Yachting Festival, Super Yachts Extension SYE035 during September 12-17, 2017.



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FD SERIES | FD74 | **FD85** | FD87 Skyline | FD102

- 25% more volume than similar sized yachts
- Innovative layout maximizing 23' 3" beam
- Efficient cruising with new High Performance Piercing Bow (HPPB) design
- Stunning floor-to-ceiling windows in the salon & dining area
- Full beam master plus 4 guest staterooms



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12th consecutive winner of "Best Asian Yacht Builder" Award



2017 Horizon Yachts Global
Owner Rendezvous
Celebrates 30th Anniversary
with Bahamas Bash

Horizon 遊艇全球船主饗宴活動



VOL 42 / SUMMER / 2017

Define Your HORIZON

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PRESIDENT'S NOTE

This year we have celebrated a great milestone – Horizon's 30th anniversary – with grand events both at home and with our friends around the world. In late April, we hosted the 2017 Horizon Yachts Global Owner Rendezvous and 30th Anniversary Celebration in the Bahamas, which gathered a total of 27 Horizon luxury yachts and over 200 owners and guests in attendance. On June 10, we hosted a big anniversary event in Taiwan and invited all Group employees and their families to celebrate Horizon's 30th anniversary together. At each event I was touched to hear so many stories of the wonderful memories made both aboard Horizon yachts and while working with the Horizon Group. This milestone is one that all Horizon employees, business partners and owners around the world can take great pride in, as they have been instrumental in helping us achieve it.

How did 30 years pass by so quickly? I still remember, as if it was yesterday, attending the wedding ceremonies of many of our employees. And now I am planning to attend the weddings of their children. While we still feel the same, the younger generation reminds us that time is flying.

When I look back on the past three decades, I remember how much Horizon Yachts has changed and grown – from an unknown OEM shipyard to a lauded yacht group with a reputable brand. Although there were difficulties, setbacks, sweat and tears in the process, we enjoyed success and achieved so much in the process. I believe that all of Horizon's accomplishments are testament to every employee at Horizon Group.

I named the company "Horizon Yachts" thirty years ago and am still proud of this name. The "horizon" has many meanings for a voyager: it is the focal point as well as the destination; it also represents hope and the desire to embrace the future. I like our slogan of "Define Your Horizon" and its message that one can map out one's own future. I always encourage every employee at Horizon Group to affirm his or her self worth, to maintain the enthusiasm and passion to explore the unknown, and to utilize the power of positivity and integrity. These are Horizon's values that we take great pride in implementing.

Now that we have reached this 30th anniversary milestone, we look forward to the future. Certainly, challenges continue to lie ahead, but our spirit and our pursuit of excellence will lead the way. In addition to expanding Horizon's development in the global yacht market and creating more suitable yacht models to meet owners' yachting needs, we will strengthen Horizon's global sales and marketing channels and expand Horizon's brand share; additionally we plan to establish after-sales service centers around the world to provide a full range of services that allow our owners to continue enjoying the ultimate yachting experience. Today and in the future, Horizon will not only represent a luxury yacht, but a way of life.

執行長的話

今年是嘉鴻 30 週年，我們陸續在各地舉辦了慶祝活動。在 4 月下旬時，我們在巴哈馬舉辦全球船主聚會，共聚集了 27 艘 Horizon 遊艇，而參與盛會的船主們也在那裡和我聊了許多與 Horizon 的美好回憶。在 6 月 10 日這一天，我們則在台灣舉辦盛大的集團 30 週年慶，並邀請集團所有同仁與眷屬與我們一起同慶。我想這是一個值得集團全體員工、合作夥伴和全球船主都共同感到驕傲的里程碑。

30 年的時光有多快？我想用一個簡單的例子比喻一下。我記得好像在不久之前，我才為幾位公司員工的婚禮證婚，但現在卻紛紛收到他們的小孩也即將步入禮堂的喜訊。年輕的一代，總是在不知不覺中，讓我們驚訝於時光的飛逝，是如此的快速。

那麼 30 年對一間公司而言，又有多長呢？當開始回顧這些年，我看到了公司的變化與成長，我們從一家默默無聞的代工廠，到今天成為全世界舉足輕重的知名品牌。這中間固然有著許多的起伏、心酸與汗水，但同時也創造了許多的榮耀與令人驕傲的成績。我堅信這一路走來，是嘉鴻每一份子共同努力的結果。

我還記得當年在取公司的英文名字時，我一眼就喜歡 Horizon 這個名字。「地平線」，對一個航海者是有許多意義的；它是航海者的焦距、是向前航行的目標，同時也是懷抱著希望的意思。我也特別喜歡我們公司的精神標語「Define Your Horizon」，我把它衍生為「掌握自己的未來」。做法上，我不斷鼓勵大家「肯定自我的價值」，保有「探索的熱情與勇氣」及「啟發誠信正向的力量」，這就是嘉鴻不斷在實現中的價值觀。

在步入 30 週年的今天，展望未來，挑戰雖不少，但我們會一直秉持追求卓越、無畏挑戰的精神，繼續深耕全球遊艇市場，研發製造更能滿足船主夢想的遊艇，持續強化全球行銷通路與品牌佈局，並且主導建構全球完善的海外售後服務據點，提供客戶更好的服務，為客戶帶來極致美好的遊艇生活體驗。我們期望 Horizon 代表的不只是一艘豪華遊艇，也是一種享受生活的態度。

John Lu
CEO of Horizon Group

Define Your

HORIZON

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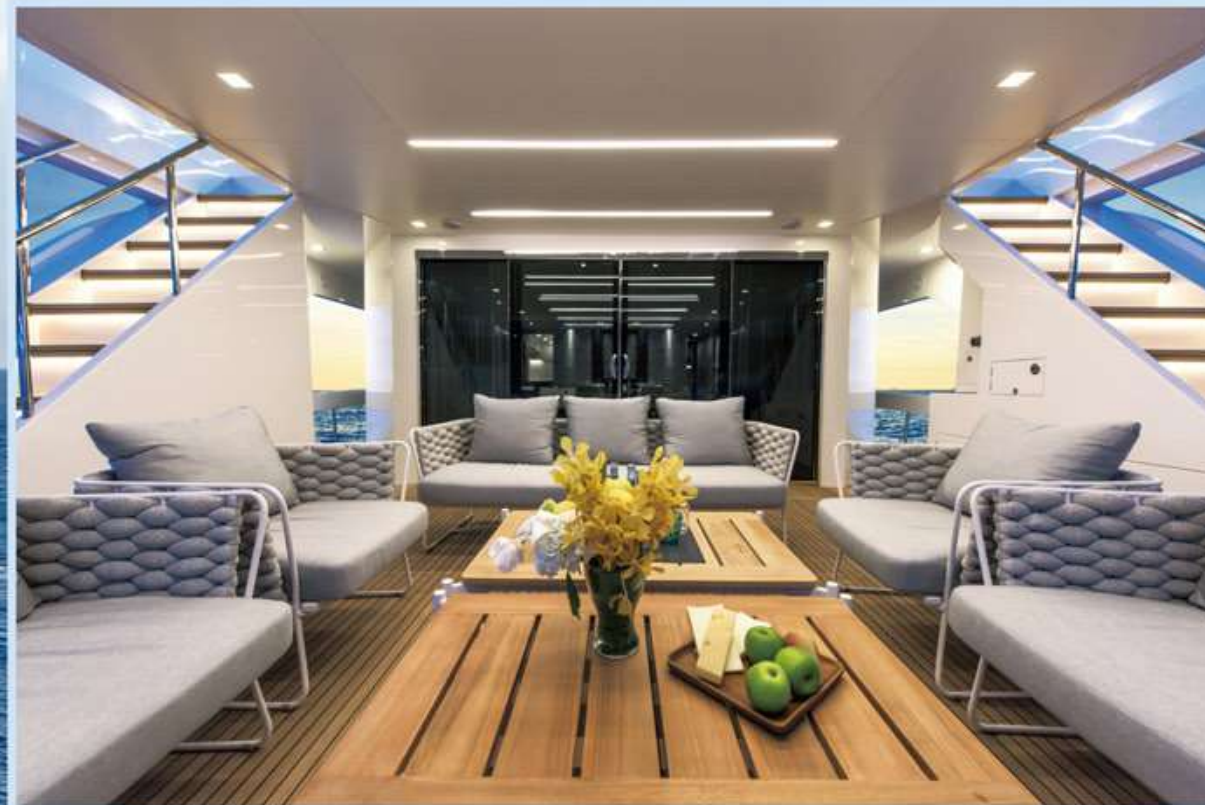
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Innovative design
Extensive interior & exterior volume
Modern styling; Flexible performance
Efficient cruising with new
High Performance Piercing Bow (HPPB) design

Fast and slow; large and small; bustling and peaceful, such dichotomies may be ever-present and seamless in daily life, but aboard a yacht are not so easily achieved. The new Horizon FD85 balances these dichotomies with ease through unique designs, an innovative hull form, and the simple determination to not only be different, but better.

快 與慢；大與小；動與靜，在日常生活中是可以兼容並蓄的，但在遊艇製造上，卻常難以兩全其美。但不突破、不創新、不敢與眾不同，又怎能不同凡響？因此一款顛覆你對遊艇想像思維的快速巡航型豪華遊艇 - Horizon FD85 於焉誕生。

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At first glance, the contemporary exterior styling of this 85-foot yacht confirms that the Horizon FD85 is something extraordinary. The result of a close collaboration between world-renowned yacht designer Cor D. Rover and Horizon's in-house naval architecture team, this advanced fast displacement motoryacht features superior cruising capabilities that complement living and entertaining spaces comparable to 100-foot-plus megayachts.

The delivery of the first Horizon FD85 to a Japanese owner was followed by hull two, which features a design tailored to the European market. The new European FD85 incorporates an advanced hull form dubbed the High Performance Piercing Bow (HPPB). The HPPB design allows for excellent seakeeping at both slow and high speeds and, when augmented by the FD85's stabilization system, affords a sublimely comfortable cruising experience. With exterior and interior layouts designed to maximize the FD85's expansive volume and 23'3" beam, this yacht also features a variety of areas for owners and guests to entertain and relax at anchor or underway.



這款由嘉鴻與知名時尚遊艇設計大師 Cor D. Rover 合作開發的 85 英尺豪華遊艇，擁有媲美一百英尺以上遊艇的超大室內外活動空間，並且打破一般人對巡航型遊艇保守外型與慢速笨重的印象，是一款外觀前衛又時尚且兼具快慢速優越航行能力，可快速移動的巡航型遊艇。

繼第一艘 Horizon FD85 交付給日本船主後，第二艘以歐洲市場為設計概念的 FD85 也已建造完成。這艘全新歐洲版 FD85 擁有高性能穿浪艏設計的獨特船體，不只在高速時能發揮最佳航行效率，在低速時也能展現優異航行性能。此外，這艘 Horizon FD85 還擁有媲美巨型遊艇的 7 米船寬，因此能創造出超廣闊室內外空間，規劃許多滿足船主不同生活型態需求的獨立區域，讓船主和賓客都能盡情享受海上時光。



Main Salon – Space to Spread out with Panoramic Views

The main salon of the Horizon FD85 is highlighted by large sections of floor-to-ceiling windows, which immediately convey a sense of being at one with the outdoors while bringing in natural light and panoramic views. Inlaid marble graces the sole of the main salon aft entrance, a bright and expansive space with a futuristic feel that is highlighted by suede leather, Wenge wood in a matte finish, and mullions embedded with backlit metallic deco panels. A custom L-shaped sofa and two Italian armchairs invite conversation and relaxation, while a wall-mounted TV cabinet disguises access to the day head that is conveniently situated in the aft portion of the salon. In addition to main entrance, sliding glass doors to port and starboard of the main salon provide convenient access when entertaining larger groups.

Formal Dining and Galley – Bright, Airy and Inviting

Adjacent to the salon, the formal dining area with see-through views at both sides houses a clear tempered glass table seating ten guests. Silky leather walls with satin lacquered inlays showcase sliding doors to either side – the port door leads to the bright, hi-gloss galley fitted with high-end German appliances, white quartz countertops and numerous storage spaces; while the starboard door leads to the master stateroom forward and the companionway to the lower deck.

沙龍區 – 動靜皆宜的室內生活娛樂空間

3 面採全景落地玻璃設計的沙龍區，將戶外的湖光山色與悠閒氛圍迎進室內，提供船上賓主一個與大自然合為一體的寬敞明亮生活娛樂空間。內裝設計以深色消光鐵刀木與皮革塑造沉穩氣質，而兩側柱子則以波浪鈦色金屬飾板環繞 LED 氣氛燈，營造高科技未來感。另外，淺色系的客製 L 型大沙發與 2 張義大利進口單人椅，以簡單俐落的造型呈現歐式現代風，而壁掛式 TV 櫃背後隱藏的盥洗廁所則方便賓客就近使用。沙龍區除了雙開式大門外，左右舷也各設計一個玻璃拉門，提供賓主自由流暢的進出動線。

用餐區與廚房 – 滿足溫馨日常與社交宴客的美味空間

緊鄰沙龍區的是配置有 10 人座透明強化玻璃長桌的正式用餐區，其牆面以米白皮革與烤漆線條增添細緻層次，而兩側與大自然無隔閡的全景落地玻璃則提供日常溫馨聚餐或社交宴客的最佳視野。打開餐區左側滑門，是利用淺色烤漆搭配白色檯面所設計的廚房；廚房內設置全套高檔德國廚房配備並規劃大量儲物空間，滿足船主長途航遊所需或便於舉辦餐宴活動。從餐廳右側滑門則有通道可通往主人房與下層客艙。



Master Stateroom – A Private Retreat in Tune with Nature

Designed to maximize the views and natural light afforded by the FD85's exterior styling, the master stateroom features extra-wide windows and a skylight for even more light. The full-height headboard is designed with indirect light, while the side table, crafted of Nero Marquina marble, is ingeniously designed to create a floating illusion. In addition to the separate closet at the stateroom entrance and built-in vanity to port and loveseat to starboard, a well-planned bathroom fitted in Statuario Venato marble features a separate toilet and shower and floating sink cabinets with dual basins.



主人房 – 徜徉在大自然懷抱的船主休憩空間

主人房位於主甲板前方，有超寬近 10 英尺的窗戶面積以及天窗設計，以明亮的自然光線為船主創造自在舒適的休憩氛圍，而米白色皮革牆面則以烤漆細條分片延續沙龍風格。左舷設置有化妝台供女主人使用，而右舷則有雙人沙發供船主閱讀休息。全高的床頭板設計 LED 間接照明，而床頭櫃的黑雲石桌面則透過巧妙設計手法讓牆面有漂浮的錯覺。以雕刻白大理石鋪陳牆面的乾濕分離浴室，在奢華典雅中不失光彩明亮，而懸空式洗手台及櫥櫃則呈現無負擔的簡潔俐落感。



Guest Staterooms – Comfortable and Luxurious

On the lower deck, four additional staterooms are well situated along with a separate laundry room with washer/dryer and storage cabinet. In the forward VIP, tawny mirrors create a spacious visual effect while built-in cabinetry offers plenty of storage. Amidships, two mirrored VIP staterooms feature separate toilets and showers with light-colored linens and soft goods that convey a homey environment. The twin stateroom to starboard can be converted to a double.



客艙房 – 尊榮舒適的貴賓休憩空間

同樣秉持營造最佳採光與視野準則的 3 間 VIP 貴賓房與一間客房，都位在下層甲板。船舶的貴賓房利用床頭茶色鏡子創造寬敞的視覺感，而妥善利用空間規畫的收納櫃檯則設計在兩側。另外 2 間對稱的貴賓房則位在船艙位置，內有乾濕分離浴室，並以玻璃、大理石與懸空櫃體來增加空間感，而柔軟舒適的淺色軟件則提供貴賓舒適如居家的休憩環境。在右客房的兩張單人床，還可依實際使用需求合併成一張雙人床。



Pilot House
駕駛室



Fly bridge
駕駛台

Pilothouse – Navigate Seamlessly

The pilothouse aboard the FD85 has been designed for the ultimate in comfort, providing excellent visibility and high ceilings that set off the elegant console of dark Wenge and brown leather, which houses the Raymarine navigation system and Boening digital monitoring system controls. The L-shaped settee situated to port is an ideal place for meeting or catching up on emails.

Open Bridge – A Multi-Functional Area to Enjoy the Outdoors

The creative use of space is a major theme of the Horizon FD85, and the open bridge is an incredible platform for creating memories with family and friends. Designed to maximize outdoor entertainment, the open bridge features a hardtop roof with a retractable sunroof, a helm station, L-shaped settee, BBQ grill and a wet bar with four bar stools. A Jacuzzi tub and 46" lift-up television invite guests to relax and enjoy the view in a space that can be easily shaded with a sun awning. The tender is stored further aft and launched by built-in davit.

室內駕駛室 – 兼具休閒娛樂與會議功能的獨立空間

採天花板挑高設計的室內駕駛室，擁有寬敞明亮的視野。其駕駛台以鐵刀木與深棕色皮革表現沉穩氣質，而極簡儀表造型則展現專業風格。全套的 Raymarine 電子航儀以及 Boening 數位監控系統，則提供駕駛者完善掌控航行安全的科技配備。此外，駕駛座後方還設有 L 型沙發，提供賓主另一處理想的休閒娛樂空間與私密的會議地點。

開放式船橋 – 有容乃大多功能的戶外休閒娛樂社交平台

Horizon FD85 的一大特色就是適合舉辦各種宴會活動的設計，因此除了室內空間外，戶外活動空間的規劃也很重要。其中，超寬敞的開放式船橋可從事各種戶外休閒娛樂活動，是不可忽略的重點區域。因此除了前方有戶外駕駛台，頂篷有可調整開口大小的玻璃天窗外，左舷還設置 L 型舒適沙發，右舷則有設備齊全的吧台和 4 張吧台椅，而右舷後方的 BBQ 燒烤爐則提供露天燒烤的樂趣。此外，船橋甲板還設有按摩浴缸與 46 吋升降電視，可悠閒享受 SPA 放鬆身心。而船橋後方則有遮陽棚和吊桿，可供船上賓主在此舒服的欣賞大自然美景，或利用吊桿垂降小艇到水面上，體驗水上競速的刺激快感。



Aft Deck – Ample Leisure Space Designed with Functionality in Mind

An abundance of aft deck space, great visibility, and an inviting seating area for 10-12 people greet guests who board the Horizon FD85. Here, twin staircases to port and starboard simplify access to and from the flybridge and further underscore the yacht's entertainment capabilities.

後甲板區 — 獨特雙樓梯設計的超大後院休閒空間

當舉辦各種社交娛樂活動時，流暢的動線尤其重要。因此 FD85 除了規劃可容納 12 人戶外舒適沙發組的超大後甲板區外，還在左右兩側各規劃一個通往船橋的樓梯。這個有別於其他中大型遊艇僅有一個後甲板樓梯的特別設計，不僅讓宴會動線更流暢，也讓賓客更愜意的遊走其間，對經常宴客的船主來說，是最貼心又實用的設計。

Highly efficient and versatile in her cruising performance, the European version of the Horizon FD85 motoryacht is equipped with twin MAN 1200hp engines and a fuel capacity of 3,480 gallons. Her top speed is estimated at 16.5 knots and she offers a 1,262nm range at an 11-knot cruise. Stabilizers, a hi-lo swim platform, gangway and a full complement of standard equipment to ensure safe cruising further enhance the overall yachting experience aboard this new FD85. Unique and intentional in design, the multi-functional and user-friendly aspects of the Horizon FD85 fast displacement motoryacht ensure she is a performance yacht as well as a playground for owners to enjoy a variety of lifestyles. ➡

這艘全新 Horizon FD85 歐洲版配備兩部 MAN 1200 匹馬力引擎、3480 加侖油箱，極速預估可達 16.5 節，若以 11 節的巡航速度，則可航行達 1262 海浬。此外，還配備穩定翼、升降跳水板、靠岸梯以及其它享受航程所需的功能與設備，能提供船主與賓客極致的奢華航行體驗！擁有高端安全配備與多功能生活休閒娛樂平台的 Horizon FD85，不僅是一艘可以滿足船主悠閒慢活步調的寧靜海上別墅，也是可以讓船主與賓客盡情享受社交娛樂的海上樂園。 ➡



Visit the Horizon FD85 first debut in Europe at the 2017 Cannes Yachting Festival, Super Yachts Extension SYE035 during September 12-17, 2017.

2017 HORIZON YACHTS GLOBAL OWNER RENDEZVOUS CELEBRATES 30TH ANNIVERSARY WITH BAHAMAS BASH (AND A FEW GOOMBAY SMASHES TOO)

30 years in business, 27 Horizon luxury yachts and over 200 owners and guests enjoying fun-filled days in the Abacos – stir this all up together island-style, and you have the highly success 2017 Horizon Yachts Global Owner Rendezvous!

一場充滿巴哈馬風情的 HORIZON 遊艇全球船主饗宴活動

27 艘 Horizon 豪華遊艇、超過 200 位船主及貴賓，齊聚熱情洋溢的巴哈馬 Abaco 群島，在藍天、碧海、白沙灘、棕櫚樹、石灰岩礁的大自然環境中，共享一個輕鬆歡樂又別具意義的遊艇假期 - 見證嘉鴻遊艇 30 週年里程碑。



Miles upon miles of pristine turquoise water and white sand beaches – this is what greets you upon entering the 120-mile long chain of Bahamas islands known as the Abacos. Considered the boating capital of the Bahamas, the Abacos has long been popular with boaters, and more recently land-goers, for its hospitality, protected harbors, and beautiful scenery. Visitors who send pictures back home to friends and family often receive awed responses of, “Is that real?” It’s the same question that bobs around your head when you first see the water for yourself – usually followed by, “Pinch me, I’m in boating heaven.”

Given the splendor of the Abacos, and Horizon Yachts’ “history” with the area, it was not a hard decision for us to choose this locale for our 2017 Horizon Yachts Global Owner Rendezvous and 30th Anniversary Celebration. This history is a special one for the company, as Horizon’s first-ever rendezvous took place in the Abacos; and what better way to celebrate our first global rendezvous and a milestone anniversary than to come full circle to the place that helped us begin this wonderful owner tradition!



當進入 120 英哩長的巴哈馬 Abaco 群島時，迎接你的是綿延不盡的清澈碧藍海水和白色沙灘。Abaco 被譽為巴哈馬的「玩船之都」，以熱情好客的風土民情、不受環境汙染的港口和原始的大自然風景，受到遊艇玩家的熱烈喜愛，被船主視為玩船者的天堂，而近來此地也成為全球旅客的度假勝地。未曾造訪過這裡的人，總在看到照片時驚嘆「這是真的嗎？」而當你親眼看到這裡的海水時，你腦中也會閃過同樣的疑問，然後接著就會說「捏我一下，讓我確定我真的置身在這樣的玩船天堂。」

Abaco 擁有的大自然優美景致和嘉鴻遊艇跟此地的「特殊緣分」，讓我們今年特地選擇在此舉辦別具意義的首次全球性 Horizon 船主遊艇聚會暨嘉鴻 30 週年慶活動。這個「特殊緣分」對嘉鴻而言，非常特別；因為第一屆的 Horizon 遊艇船主饗宴活動，就是在巴哈馬的 Abaco 舉辦的。之後，每年也都環繞著巴哈馬群島辦這種度假式的船主聚會活動，而今年是連續第六年舉辦。並且，因為適逢嘉鴻 30 週年，因此也擴大到邀請全球船主一起來同歡慶賀。所以，今年再回到 Abaco 這個開始 Horizon 船主定期聚會的美好傳統的地方，也代表著完美跟圓滿的意涵。

This year's rendezvous was hosted April 27th through May 1st primarily at the Abaco Beach Resort in Marsh Harbour, but as there is much not to be missed in these amazing islands, we offered trips to various surrounding areas such as Guana Cay and Green Turtle Cay. With 27 luxury Horizon yachts and over 200 guests in attendance – including Horizon Yachts CEO John Lu as well as owners who traveled from as far as Australia – this event marked the largest turnout in Horizon's rendezvous history and called for a fabulous celebration of our owners, guests and the Bahamas yachting lifestyle.



Over four sun-filled and breezy Abaco days, the 2017 Horizon Yachts Global Owner Rendezvous went full-speed ahead into fun with a multitude of festivities. Thursday the rendezvous opened with an afternoon welcome reception on the new Horizon RP120 superyacht, where guests toured the yacht and relaxed on the flybridge with Painkillers, a favorite boating cocktail. As happy hour approached, we moved into the resort's marquis – decorated in Horizon's signature white and blue colors – for drinks and hors d'oeuvres, and CEO John Lu welcomed all owners and guests with a speech about Horizon's accomplishments over the past 30 years of business – a feat, he noted, that would not have occurred without loyal and valued owners like those sitting in the room. With the party officially started, everyone enjoyed a delicious Bahamian-inspired dinner and filled the dance floor, getting their groove on with the live band well into the night.

今年的 Horizon 遊艇船主聚會活動在 4 月 27 日至 5 月 1 日舉行，是歷屆以來規模最大的一次，共齊聚超過 200 位來自世界各地的船主及貴賓（其中還有遠從澳洲來此共襄盛舉的），以及 27 艘從 50 英尺到 120 英尺的 Horizon 遊艇。大家除了聚在一起共度快樂的巴哈馬遊艇假期外，也在集團執行長呂佳揚帶領下，一起歡慶嘉鴻遊艇 30 週年，共同見證這個令人驕傲的里程碑。



在這個陽光滿溢，海風輕拂的海島度假勝地，我們展開了為船主及貴賓精心安排的各種活動及旅遊探險行程。在第一天也就是星期四下午，我們先在 Horizon RP120 超級遊艇上，舉辦歡迎雞尾酒會。船主貴賓們除了開心地參觀此艘新遊艇外，也在寬敞的船橋上輕鬆酌飲最受歡迎的 Painkiller 雞尾酒。之後，大家便轉移到度假村的 marquis 餐廳（我們特地用 Horizon 經典藍色和白色來佈置這裡）品嚐開胃小菜和特調。呂執行長也在此跟所有與會船主及貴賓分享嘉鴻過去 30 年的成就，並特別指出，這些令人驕傲的成績，都有賴於所有像今天坐在這個房間裡的忠實客戶們的支持，才得以達成。接下來，隨著晚宴正式開始，每個人除了盡情享用美味的巴哈馬風味餐外，也在現場樂隊伴奏下，快樂舞蹈，在悠閒的度假氛圍中，度過一個歡樂的夜晚。



Friday we loaded aboard our private ferry destined to Guana Cay, home of the famous Nipper Bar & Restaurant, all decked out in our Horizon straw hats and specially-designed rendezvous shirts. Nestled on a hill right above the beach, Nippers was the perfect spot to sit back, relax, and take in the incredible aqua-tinted view – not to mention, their orange-colored concoction is known for helping immerse yourself into the “island-time” way of life. Taking part of another Nippers tradition, Horizon hosted a private pig roast for owners and guests, and then kept the party going on the beach with music, beach games, and basking in the sun. When it was time to leave, our rendezvous group all agreed – kicking back at Nippers was the perfect way to spend a Friday in the Abacos!

第二天星期五，大家則戴上 Horizon 訂製草帽，穿上特別設計的活動紀念款服裝，一起搭乘私人渡輪到位在瓜那島上著名的 Nippers 酒吧餐廳。餐廳就坐落在海濱上方的一座小山丘上，是一個可以徹底放鬆身心休息，並欣賞絕妙如水彩畫般美景的最佳地點，更不用說餐廳呈現的各種橙色系色調，原本就可以讓人充分感受到沉浸在「海島時光」的度假氛圍。而配合 Nippers 餐廳的另一個傳統，我們也為船主及貴賓舉辦一個私人的烤豬 BBQ，然後大夥兒就在海灘上盡情享受音樂派對、沙灘遊戲和日光浴。到了返航時間，大家才依依不捨的跟此處道別，並且一致認為 - 在 Nippers 放鬆休息是在 Abaco 群島度過星期五最棒的方式！

“ I’d like to congratulate John Lu, Roger, Elise and the Horizon team on their 30th Anniversary. This has been an amazing rendezvous! I think it’s been the best one, there are so many new people and new boats, and the activities have been incredible. Thank you to Horizon - I am a Horizon owner for life!

- Jo Ellard, E98 M/Y “Do It Now”





Adventure was on the schedule for Saturday, with three types of Bahamas expeditions offered – touring Green Turtle Cay, fishing the Sea of Abacos, and snorkeling at Mermaid Reef. Guests who chose Green Turtle cruised there on board the Horizon E88 motoryacht and arrived for late-morning drinks at the Green Turtle Club; before touring the charming, colonial cay, visiting New Plymouth, the Atlantic Beaches and some of the well-known watering holes across the island. Then everyone enjoyed lunch at the Bluffs, before embarking on a leisurely cruise back to the Abaco Beach Resort, completely relaxing on board and taking in the splendor of the sea.

星期六的行程，則是安排旅遊探險活動。我們提供三種不同類型的巴哈馬探索行程供自由選擇，分別是：綠龜島旅遊、Abaco 島嶼海釣和美人魚礁浮潛。選擇綠龜島旅遊的嘉賓，一大早即搭乘 Horizon E88 豪華遊艇出發，並在稍晚抵達，然後就先到綠龜島的俱樂部喝喝飲料，之後便開始暢遊這個迷人的殖民島嶼，參觀新普利茅斯村莊和島上一些著名的噴水洞，以及欣賞大西洋海岸風光。然後在 Bluffs 餐廳享用過午餐後，大家就悠閒地搭乘 E88 返回 Abaco 海濱度假村，沿途則盡情欣賞美麗的大自然海上景觀，度過一段非常輕鬆自在的白日時光。

“ I want to congratulate Horizon on their 30th anniversary and the success they have had through the years producing yachts. I have been an active boater all my life – I’ve spent a lot of time in the Bahamas, and I have had multiple manufacturers of boats. This is the first company that I purchased a boat from that does an annual rendezvous. We didn’t know anyone else at this rendezvous, but because of the common Horizon ownership of boats, there was not anyone who wouldn’t come up and introduce themselves. They kept us really busy and it is fun to participate – it’s even more fun when the participation allows you to meet new people and make new friends. It’s been a very friendly and enjoyable experience, and I will do it again!

- Howard Berman, E73 M/Y “*Hi-Life*”



For their expeditions, the snorkelers and two fishing groups stayed local to the Marsh Harbour area; the fishermen and women stayed busy hooking quite a few mutton and Red Snapper between the two boats, while the snorkelers hand-fed swarms of fish, saw (and attempted to catch) lobster and spotted a lionfish at Mermaid Reef. After their active morning, the two groups met for lunch at Cracker P's on Lubbers Cay and feasted on fresh conch, fish and of course a few Bahamian cocktails. As the day began to wind down, owners and guests met back up at the resort for a happy hour by the pool with appetizers, Goombay Smashes – a favorite during our rendezvous – live music and dancing until dark!

而選擇較刺激的海釣和浮潛行程的嘉賓，則都是在 Abaco 當地或周遭海域活動；從事海釣者，在兩艘船之間放了不少羊肉和紅鯛魚當魚餌，而浮潛者則用手餵食魚群，還在美人魚礁巧遇龍蝦和獅子魚。在忙碌了一上午後，這兩團嘉賓就一起聚集到 Lubbers 島的 Cracker P's 餐廳享用午餐，品嚐新鮮美味的海螺和鮮魚，當然也少不了巴哈馬特調雞尾酒。當大夥用餐休息完畢，就又回到度假村，然後一起在開放的游泳池畔，聆賞音樂和跳舞，一邊吃著開胃小菜，一邊暢飲有名的巴哈馬特調飲料 - Goombay Smash，直到夜幕低垂！



“ I've owned and operated various vessels for 50 years, and my Horizon is the best boat I have owned! I was in the market to buy a classic trawler about 15 years ago when I discovered my Horizon 65' yacht; it had all the beautiful wood of a classic vessel, but also the speed and styling of a modern yacht...needless to say I bought the Horizon! This was my fourth Horizon rendezvous, and my wife and I really enjoy coming to the party. It's a real treat to meet up with other owners and people like me, and everyone has a different story to tell. This year was a really great one with the 30 year anniversary – congratulations to Horizon! We look forward to next year!

- Cyril Silberman, E65 M/Y "All's Well"



Our last day at the resort donned bright and breezy – an idyllic setting for morning golf on the beach complete with a Horizon flag, located in the water, as a target and golf balls made of fish food...yes, really! Next on the agenda was our traditional Yacht Hop event, this time with a twist – a costumed aft deck decorating contest. Taking this to heart, our owners went all out to showcase their creative sides; we saw everything from Gilligan's Island and President Trump "hiding out" on a yacht, to pink flamingos and a 70's Disco Fever. As the afternoon wore on, everyone hopped from yacht to yacht, enjoying food, drinks and the company of a fantastic group of owners and guests.

在度假村的最後一天，天氣依然明朗涼爽，是一個適合早晨在海灘上打高爾夫球的天气。因此，我們在水中插上 Horizon 旗幟當作標靶，並且用魚食（是真的可以讓魚吃的食物）做成高爾夫球來打，就這樣進行一場別開生面的高爾夫球運動！接下來，則是一艘艘參觀所有與會的 Horizon 遊艇，這是我們活動的傳統。不過，這次有一點小變化，就是增加遊艇後甲板的裝飾競賽。為了贏得比賽，每位船主都全力以赴，很用心地發揮創意佈置。包括 Gilligan 島上所有可拿來佈置的東西，大概都派上用場了，甚至連總統川普也隱約出現在船上，而有的船主則用了粉紅色的火鶴，或佈置成 70 年代的狂熱迪斯科情調。到了下午，大家不停的穿梭在每艘遊艇參觀，欣賞每位船主的遊艇特色及創意，並且一起分享美食、特調飲料及趣聞。所有船主嘉賓都在此起彼落的談笑聲中，度過非常輕鬆愉快的午后時光。





At dusk, Horizon hosted our final event on the island, an Abacos' beach bash. We dined and danced under the stars, crowned winners of the aft deck decorating contest, and paraded around the beach with a Junkanoo band – a true Bahamas celebration of our incredible rendezvous and time spent together.



當黃昏來臨時，我們在 Abaco 島上辦最後一個活動 - 海灘衝浪。之後，大家便在星空下開懷品嚐美味料理，盡情舞蹈，然後為後甲板裝飾比賽的優勝者頒獎。最後，我們用一種真正巴哈馬式的慶祝方式 - 在 Junkanoo 樂團帶領下，大夥兒繞著海灘遊行，讓所有參與此次 Horizon 船主聚會活動的嘉賓都留下難忘的美好回憶。





Taking advantage of the stunning Abacos' scenery, the rendezvous officially culminated on the fifth day with an aerial photo and video shoot. Veteran photographer Jim Raycroft and videographer Suki Finnerty worked their magic to capture 15 Horizon yachts in formation while underway, as well as a Horizon power catamaran raft-up and a promotional shoot of the new RP120 superyacht, newly launched E98 motoryacht "*Do It Now*," and E88 motoryacht. The images, as they say, speak for themselves!

此外，我們也利用令人歎為觀止的 Abaco 大自然景致，在活動最後一天，以空拍海上遊艇一起航遊的精彩畫面做為 2017 Horizon 遊艇全球船主聚會活動的完美 ending。經驗豐富的攝影師透過鏡頭精彩捕捉 15 艘 Horizon 遊艇同時在海上航行的英姿，以及 14 艘 Horizon 雙體船並排在藍海上的特色影像作品，此外，我們也藉機拍攝新的 RP120 超級遊艇、E98 "*Do It Now*" 和 E88 豪華遊艇的行銷影片。事實上，根本無需多加宣傳，這些影像本身就足以讓這些遊艇替自己說話了！





主題活動
FEATURE
EVENT

歡樂時光總是轉眼即逝，在活動正式結束時，嘉鴻遊艇集團呂佳揚執行長很高興的說道：「今年的全球 Horizon 遊艇船主聚會活動，能很成功並完美地舉辦，除了巴哈馬享譽盛名的風土民情、美食和迷人氣候，讓我們能在如此美好的地方度過很棒的時光外，更重要的是，因為志同道合的朋友一起參與，才讓這次的假期這麼令人愉快和難忘。我想這才是我們享受遊艇生活的真正意義。」

我們要感謝今年一起參與 2017 Horizon 遊艇全球船主饗宴活動的所有嘉賓。因為你們的參與，才讓這次的遊艇假期特別的精彩與美好。此次 Horizon 家族共度的美好時光，也的確印證了島上標榜的口號 - 「在巴哈馬會更好！」

“Augmented by the Bahamas’ renowned hospitality, delicious food and gorgeous weather, the Horizon Yachts Global Owner Rendezvous was a great success; but more importantly it emphasized that having fun in beautiful places and with wonderful people is truly what makes boating so special,” said Horizon CEO John Lu.

From all of us at Horizon Yachts, we want to thank all the owners and guests who joined us in the Abacos and made the 2017 Horizon Yachts Global Owner Rendezvous such a magnificent event. What an unforgettable time we had with our Horizon family, illustrating that the island slogan definitely holds true....it really is “better in the Bahamas!”





Rendezvous gathered the owners all over the world and 27 luxury yachts, and spend 4 wonderful holidays together. The last night of the event, Starr Ezra, wife of the owner Fred Ezra wrote and performed a song with all the yacht names in rendezvous as the perfect ending of the event. 🎵

今年的 Horizon 遊艇全球船主聚會活動集結了世界各地的船主，以及 27 艘豪華遊艇，一起渡過了美好的四天假期；在最後一天晚上，船主 Fred Ezra 的太太 Starr Ezra 更以所有參與 Rendezvous 的船名譜成了一首歌，作為這四天美好回憶的結尾。🎵

“

HORIZON RENDEZVOUS SONG

To the tune of “Big Spender”, and if your boat is not included, it is my “FIRST A FENCE”.

The minute I walked down the dock I could see a lot of mono-hulls, PC Cats

All Horizons-Oh so fine

Made me want to “DO IT NOW” and buy a “SKYLINE”

So let me go ask my “SEA BOSS”

We are “BREATHLESS” every Horizon we see

Hey “LET’S GO”. Come and live a “HI LIFE ” with me.

Wouldn’t you like to head south, north, south?

How’s about “MUCHO GUSTO”, “AQUA LIFE”?

We can make sure that “ALL’S WELL”.

We can show you a “STARR” time.

The minute I walked down the dock I could see “FAR NIENTE”, “ROCK FEVER”

Hey “PTOLEMY”, hey “OHANA”, wouldn’t you like to cruise with me?

Wouldn’t you like to be “SCOTT FREE”?

So let me get right to “QUINTESSENCE”

I don’t “POMBOO” with every “ISLAND GIRL” I see

Hey “REBECCA”, hey “SEA GLASS”

Deal a “DECK OF CARDS” with me.

“HELMS AWAY”, “ENCORE” with me.

Be a “SEASIDE BLONDE” with me.

HORIZON is the place to be.

”

2017 Horizon Yachts Global Owner Rendezvous – By the Numbers

- 1st Global Owner Rendezvous
- 6th Horizon Yacht Owner Rendezvous
- 4 months of planning
- 11 events spread out through 4 days
- 27 luxury yachts
- 29 sets of owners
- 30 year anniversary
- 200+ people attending
- 15 yachts in Monday aerial photoshoot
- 14 Power cats rafted
- Over 5,000 photographs taken
- 5 amazing days spent in paradise!

2017 Horizon 遊艇全球船主聚會活動的數字密碼

- 1 - 第一屆 Horizon 遊艇全球船主聚會活動
- 6 - 第六屆 Horizon 船主遊艇饗宴活動
- 4 - 4 個月的活動規劃
- 11 - 總共進行 11 個活動
- 27 - 共有 27 艘 Horizon 豪華遊艇參加
- 29 - 共有 29 組來自全球的 Horizon 船主及貴賓
- 30 - 慶祝嘉鴻 30 週年里程碑
- 200+ - 總共有 200 多人參加
- 15 - 總共有 15 艘 Horizon 豪華動力遊艇同時參與海上巡航空拍
- 14 - 總共有 14 艘 Horizon 雙艙體遊艇一起並排進行海上定點空拍
- 5000 - 總共拍攝了超過 5000 張照片
- 5 - 在如同天堂般的巴哈馬 Abaco 群島度過 5 天令人難忘的美好時光



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STYLE • LUXURY • PERFORMANCE
THE LAUNCH OF THE NEW
2017 HORIZON RP110 SUPERYACHT

儒者之姿 • 王者之勢 • 勇者之勁
全新 2017 HORIZON RP110 超級遊艇閃耀登場



This summer, there is a stylish yacht on the horizon that you do not want to miss – the new 2017 Horizon RP110 superyacht! As luxurious as she is functional, this 110' yacht features sleek and graceful exterior styling along with an innovative, high-performance hull form and a spacious and flexible layout. Hull four was recently launched in June as an inventory yacht for the U.S. market and will showcase at the Fort Lauderdale Int'l Boat Show from November 1-5, 2017.

Sophisticated Design

Featuring a stylish exterior design from J.C. Espinosa – a streamlined superstructure with gracious lines that sweep from the bow, over the raised pilothouse to the transom – this new 2017 Horizon RP110 superyacht exudes sophistication. The double chine, high-performance hull was developed in collaboration between Donald L. Blount & Associates and Horizon's in-house naval architecture team. This innovative hull design not only provides a shallow draft but also minimizes drag at slower speeds and enhances hydrodynamic stability at high speeds.

實用與奢華的完美結晶，嘉鴻遊艇集團第四艘 Horizon RP110 超級遊艇，已於今年六月正式完工，並將於 11 月 1 日至 5 日於美國羅德岱堡國際遊艇展公開亮相。這艘擁有完美流線型外觀、創新高性能船體以及高彈性空間規劃的 110 英尺升高駕駛室造型遊艇，是嚮往遊艇休閒的成功人士不容錯過的頂級豪華遊艇選擇。

海平面上的完美曲線

這艘 RP110 擁有美國遊艇設計大師 J.C. Espinosa 傾力設計的優雅流線外觀造型，從船艏、升高式駕駛室一路延伸到船艉的流暢弧形曲線，完全展現頂級豪華遊艇應有的優雅與時尚，而全長 110 英尺 (33.53 米)、船寬 25 英尺 (7.62 米) 的高大船身，則展現超級遊艇令人景仰的氣勢。高性能船體也是此船的一大特色，由嘉鴻遊艇集團與國際知名船體設計專家 Donald L. Blount 合作研發的創新雙硬稜船體，不僅在低速時可提供低阻力，在高速行進時也可提供高動態穩定性，另外還有吃水淺的優點。因此，不論在低速或高速行駛時，都能輕易感受絕佳的操控性能及航行穩定度。

Spacious Indoor/Outdoor Layout

At an overall length of 110' with a 25' beam, the new RP110 superyacht offers a spacious, functional and flexible 5-stateroom layout. The master stateroom is situated on deck along with the main salon, formal dining area, portside galley and country kitchen, while two mirrored queen-size VIP staterooms and two twin guest staterooms are situated on the lower deck.

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The fully-equipped galley is accessible from a sliding door to port on the dining room bulkhead wall, while behind the starboard door is a companionway leading to the master. The crew quarters, comprised of a crew mess, three two-person cabins, an en-suite captain's cabin and two bunk berth cabins, are situated forward on the lower deck and accessed via a stairwell in the galley.

The sense of space is most apparent on the bridge deck aft, which offers ample space for entertaining, while the most notable feature aboard this RP110 superyacht is the tender garage, which doubles as a beach club and includes a day head, work bench, and storage.



Fwd Deck
前甲板區



135 坪寬敞室內外空間規劃

除了擁有像鯨豚流線優雅的外部線條外，RP110 有 135 坪超寬敞的室內外空間，共規劃了 8 房、3 廳、10 衛浴，以及 3+1 陽台。除了最上層的船橋甲板規劃成寬敞的戶外休閒娛樂空間外，主甲板層則規劃有主沙龍、正式用餐區、以及可從餐廳主牆左舷拉門打開進入的廚房，和前方的 U 型沙發休閒區，以及位在前艙的寬敞主人房 - 這個擁有全船寬的景觀主臥房可從餐廳右舷走道直達。

下甲板層則在艙艙規劃了 2 間貴賓房和 2 間客房，而船員宿舍區則位在下層艙前方。這個可經由餐廳主牆左舷拉門後面的樓梯直接下達的船員宿舍區，規劃有船員大廳、廚房、洗衣空間、多功能貯藏室，還有雙人船長室以及 2 間上下鋪的水手房。另外，若將後艙艇庫門打開，還能轉換成多功能的親水交誼廳使用，是一種超級遊艇才能輕鬆規劃的休閒享受。



當代城市風格內裝設計

室內設計以當代城市風格融入海上休閒元素，展現現代生活質感與時尚氛圍。而嘉鴻的極致工藝則展現在各處細節，例如在鐵刀木扶手嵌入皮革飾條，展現獨特的溫潤手感，而所有窗框則都以金屬飾條收邊，連天花板的四周也都內凹處理，並使用黑色烤漆營造視覺層次感。

●沙龍客廳

主色調以義大利頂級的深色桃花心木搭配玫瑰木，並以細膩線條工法洗鍊出材質本身的質感，而低調墨黑色金屬元素則凸顯此處的時尚感。門口的迎賓大理石拼花加白鐵條拋光邊框，則展現如六星級飯店的大廳氣度。位在左舷的 L 型客製沙發座椅，以淡雅的織品包覆呈現休閒氛圍，而右舷則設計一面極具特色的馬鞍皮牆面，並在後方巧妙地規劃一個方便室內外賓客使用的隱藏式盥洗廁所。另外，沙發區還結合吧檯功能，可隨時提供沙龍與後甲板區的賓主清涼飲料，讓賓主在音樂、燈光與大自然氛圍中享受全然的放鬆。

●餐廳區

天花板的施華洛世奇水晶燈與大理石雕刻牆主牆面，構成此區的視覺焦點。餐桌則可彈性縮放成 8-10 人的用餐空間，而兩側大理石檯面則提供餐宴便利的使用需求。設計師還特別將餐櫃適度退縮，跳脫傳統方形框架限制，而櫃身內凹空間剛好可容納門把，是美學與收納機能兼具的最佳詮釋。

Contemporary Design with a Touch of the Sea

Elements of the ocean blend into a contemporary design, giving the interior of the RP110 a relaxed yet sophisticated, modern beach house feel. From the mix of rich wood, stones and soft leathers to the metallic trim on the window frames and the backlit reverse tray ceiling in the dining area, Horizon's sophisticated craftsmanship can be found in the smallest detail.

Finely molded Italian mahogany and santos rosewood lend a feeling of timeless elegance to the main salon while smoked metal highlights underscore the yacht's contemporary vibe. An inlaid Statuario Venato marble sole welcomes guests in the main salon foyer, and the custom-designed, light colored L-shaped sofa to port invite relaxation. A unique feature wall of saddle-stitched leather to starboard hides a dayhead, and a full bar to port serves guests indoors and out. A Swarovski crystal chandelier and sculpture marble wall are focal points of the formal dining area, which seats 8-10 people in a flexible configuration. Marble-topped banquets to either side facilitate service while the contemporary aesthetic is continued in the cabinetry, which features a concave design and backlighting above the wood drawers.





Spacious and sunny, the full-beam on-deck master stateroom features a king-size bed, freestanding chair, port-side vanity, skylight, and full-height wardrobe; the main bathroom incorporates his-and-hers heads, while the shower and toilet are situated to either side. Four guest staterooms are positioned amidships on the lower deck. Two mirrored VIP staterooms each offer a queen bed, wardrobe, en-suite head and plenty of space while two mirrored twin staterooms each house an en-suite head, twin single sliding beds, wardrobe, bookcase, and a hidden Pullman bunk for accommodating one more guest.

●主人房

全寬景觀主臥房內，有放置一張宛若藝術品的義大利頂級馬鞍皮扶手單椅；天花板電動天窗則兼具白天採光和晚間觀賞星空的樂趣。床頭主牆的光纖氣氛燈會隨時間轉換不同顏色，營造浪漫氛圍，而更衣室與全高的衣櫃則滿足船主長程航行的需求。King size 雙人床左舷有化妝台；前方是全寬的主臥衛浴，採乾濕分離設計並以玻璃為隔屏，另外還配備獨特造型的雙檯面盆，而採光非常通透明亮的淋浴間和廁所則獨立座落在兩側。

●客艙房

下層艙有兩間左右對稱的貴賓房及兩間客房。貴賓房內有開放式的洗手台空間規劃，讓室內看起來更廣闊，而衣櫃則採深色皮革車線設計，讓空間呈現整體感與細膩度。其衛浴採乾溼分離與玻璃隔屏設計，配有圓形面盆、獨立的淋浴間與廁所。另外兩間左右對稱的客房則配置滑動雙單人鋪、全高衣櫃、開放式書櫃，以及充分的儲物空間。尤其特別的是，還有一個隱藏在牆面的下掀床鋪，可讓室內空間做更彈性的利用。



Master Cabin
主人房



Guest Cabin
客房



VIP Cabin
貴賓房

The raised pilothouse is one of the main features of the RP110 model as it provides the captain with a quiet and comfortable environment for piloting. The 2017 edition pilothouse features a dark leather console equipped with a state-of-the-art Garmin navigation system and large multi-functional display monitors. A built-in seating area is situated to port.



Aft Deck
後甲板區



Utility Room
後艙工具間



Crew Mess
船員大廳



Pilot House
駕駛室

● 升高式駕駛室

RP110 船型有獨立的「升高式駕駛室」設計，而這艘新遊艇更以深色皮革打造穩專業的駕駛環境。另外，簡潔的儀表台則搭配最先進的 Garmin 導航設備，可在大型多功能顯示螢幕上呈現完整資訊，確保船長掌握航行安全。另外，左後方的沙發區則可讓此處的賓主及船長放鬆或休息。

Multi-Functional Exterior Areas

A variety of outdoor areas, from the flybridge to the forward deck, aft deck and transom, have been designed for multi-purpose use. The helm station and bench seating are situated forward on the flybridge for comfortable open-air piloting. A dinette to port and bar to starboard complement the BBQ for entertaining, while a Jacuzzi invites relaxation on the spacious boat deck, which can house a second tender or lounge chairs. The flybridge is easily converted into an enclosed, air-conditioned space with EZ2CY panels.

For al fresco dining, seating areas on the foredeck and the main deck aft easily accommodate 8 to 10 people under the stars. Settees and sunpads on the bow are perfect areas for sunbathing or taking in the view, and can be shaded with a foldable bimini top. To enjoy the sea and watersports, the RP110 features a hydraulic tender garage with a Hi/Lo swim platform that serves as a flexible beach club.

觀星攬月迎風的戶外休閒娛樂區

寬敞的開放式船橋配備空調系統和風雨密遮罩，可依需求轉換成室內空調空間或戶外開放空間兩種使用模式，大大滿足船主對空間運用的需求。前方則設置有功能齊全的駕駛台，而長型座椅則分置左右兩邊，讓船主與親友能一起享受開船的樂趣。另外，左舷還設置沙發區，供賓主休息聊天，而桌面的隱藏式升降桌燈，則可增添夜間浪漫氣氛；右舷有長型吧台，搭配 LED 透光照明及音樂，可讓此處化身為海上 lounge bar。後面露天區域還有 BBQ 烤爐，可供應美味燒烤，而大型按摩浴缸及寬敞的日光浴區，則方便賓主在此放鬆休息或欣賞無垠海景。多元的空間運用和完善設施，讓此區成為舉辦完美露天宴會的絕佳地點。

此外，RP110 寬敞的前後甲板區也都設置露天座位，可各自提供 8-10 位賓客一同在月光星辰及微風輕拂的環境下用餐。而適合乘風觀浪的船艙，也另設有沙發區及日光浴區，並在沙發區貼心設計一個折疊式遮陽棚，供船主彈性運用。如果要從事水上活動，則可升起船艙的液壓艇庫門，用吊桿把小艇放入水面。此時，艇庫地板與升降式跳水板結合，則可轉換成一個無落差的親水交誼廳使用，而其後艙則備有長型檯面，可做為設備檢修之處。另外，設計團隊在右舷處還規劃一個盥洗廁所，方便此區的戲水者使用。



Fly Bridge
駕駛區



Garage
艇庫區

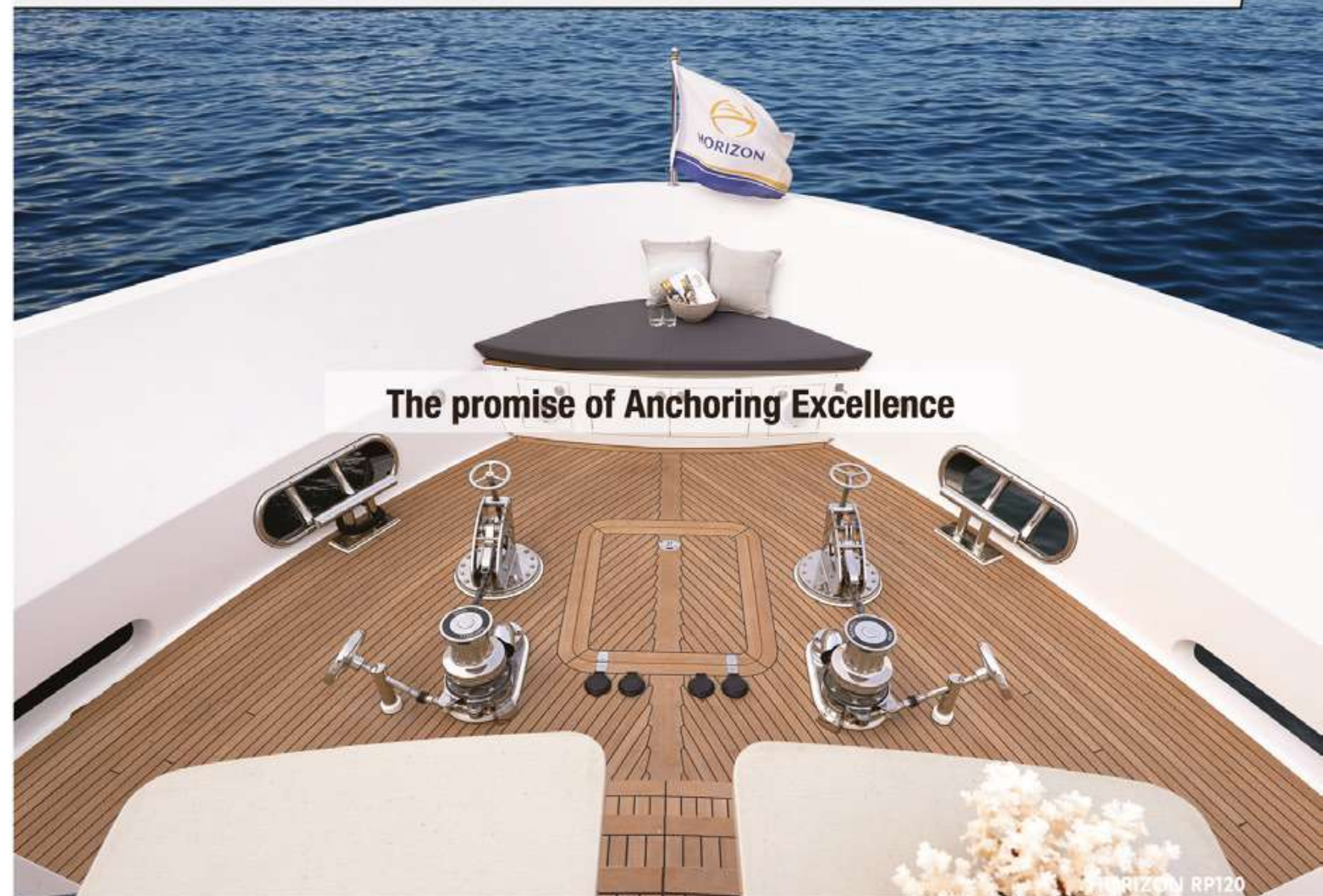


Powered by twin CAT 32A 1900HP engines, the new RP110 cruises at 18 knots and achieves 21 knots at half load; she is also equipped with zero speed stabilizers, twin Onan 50KW generators, bow and stern thrusters, frequency converter, custom navigational system, and more.

Built to the highest standards of design, performance and quality, the brand new 2017 Horizon RP110 raised pilothouse motoryacht is a showcase of superyacht design and amenities that is sure to make waves when she arrives to the U.S. later this summer. For more information on the new RP110, please contact Horizon Yacht USA at 561-721-4850 or info@horizonyachtusa.com. ➡

這艘配備兩部 CAT 1900 匹馬力引擎，半載條件下巡航速度可達 18 節，而極速可達 21 節的全新 Horizon RP110，不論在外觀造型、船體性能、格局規劃、內裝設計、功能設施及建造品質各方面，都完美展現超級遊艇的價值與高度，能滿足全球各地金字塔頂端客戶的頂級遊艇需求。有興趣的客戶，歡迎聯繫嘉鴻遊艇集團行銷中心或造訪 2017 美國羅德岱堡國際遊艇展的 Horizon 展位。 ➡

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HORIZON GROUP'S 30TH ANNIVERSARY CELEBRATIONS IN TAIWAN – MOMENTS OF JOY, PRIDE, AND GRATITUDE

On a beautiful and sunny day in June, Horizon Group celebrated its 30th anniversary alongside one of the company's major milestones: the Horizon City Marina. Featuring four main entertaining areas – Horizon Plaza, Horizon Wonderland, the Yacht Experience, and the Waterfront Party – the festivities provided a little bit of everything from a food court, amusement rides, and games to a live concert to end the night. Over 3,300 guests, including employees, their families and friends, and business partners, attended this unforgettable event to celebrate Horizon's 30 years of success.

歡笑・榮耀・感動・驕傲 嘉鴻遊艇集團 30 週年慶活動圓滿落幕

嘉 鴻遊艇集團歡慶30週年，於6月10日舉辦盛大慶祝活動。為了慶祝這個深具意義的30週年里程碑，嘉鴻特地選在亞灣遊艇碼頭及高雄展覽館水岸相鄰的場地，舉辦慶祝活動，並精心規劃四大主題娛樂區－活力舞台區、夢幻海陸樂園區、豪華遊艇參觀區及星光水岸晚會區，並且邀請全體集團同仁及眷屬，以及 Horizon 合作夥伴一起同歡，共計約 3300 位來賓前來共襄盛舉。



Feel the Vibe in the Horizon Plaza

The opening ceremony took place at the Horizon Plaza, where guests counted down to zero with Horizon Group CEO John Lu; when zero was reached, the yachts in the marina blew their horns into the southern Taiwan sky and officially opened the celebration. Guests were then guided by a famous aerobic trainer to undertake the group effort of forming the number 30, and the image was recorded and projected onto the main stage screen by a drone so everyone could see the fun. Then it was time for guests to enjoy live performances from exotic African drums to a clown show for the kids.



活力充沛的開場為慶祝活動揭開序幕

當賓客於下午 2:30 入場時，首先映入眼簾的就是第一個主題區「活力舞台區」。在主持人活力充沛的開場下，嘉鴻遊艇集團呂佳揚執行長及全體來賓齊聲開場倒數，然後停泊在亞灣遊艇碼頭的所有 Horizon 遊艇便同時鳴笛，壯闊聲響劃破高雄天際，象徵活動正式開始。接著，亞洲有氧天王潘若迪老師隨即以熱力四射的帶動跳，帶領員工及眷屬一起參與紀念性的攜手 30 排字活動。舞台上的大螢幕亦同步轉播排字的空拍畫面，記錄這別具意義的一刻。緊接著的是舞台上馬拉松式的精彩表演，像是熱情奔放的非洲鼓、親子同歡的唱跳表演以及特技互動秀等，都讓台下觀眾看得驚呼連連，而幽默豐富的肢體動作更讓台下賓客歡笑聲不斷。



The Horizon Plaza showcased numerous "Puncars" modified from Volkswagen buses and provided various appetizers for guests to choose from. At the other side of the plaza, guests could purchase limited-edition souvenirs for Horizon 30th anniversary, with the proceeds going to charity. Horizon has always believed that the more we grow, the greater our responsibility is to give back to the community.



好吃又好玩的攤位與娛樂表演

除了精彩表演外，我們也在「活力舞台區」安排胖卡美食區，提供多樣化的輕食料理及甜點飲料。可愛造型的胖卡車十分受歡迎，更吸引許多來賓拍照打卡。另外，周邊的海洋精品義賣攤位也販售許多精緻的 Horizon 30 週年限定商品，而當天義賣所得更全數捐給高雄生命線協會做公益使用。





Fun & Excitement in Horizon Wonderland

Strolling to the Horizon Wonderland, guests were treated to an amusement park experience for all ages to enjoy! Thirteen attractions, such as a merry-go-round, kid robots, a surfing machine and more provided plenty of fun and laughter. Additionally, a specialized pool allowed parents and children to experience popular water sports such as kayaking and SUP.

歡笑環繞的夢幻海陸樂園

舞台的另一端則是「夢幻海陸樂園」。此區規劃許多遊樂設施，像是旋轉木馬、鋼鐵擂台（註：鋼鐵機器人親子可共同乘坐的設施）、衝浪高手（註：考驗平衡的衝浪板機器）等，多達 13 項設施讓親子同樂。場內還設有一座令人眼睛為之一亮的大型水池，並特別邀請嘉鴻遊艇集團長期贊助的光榮國小帆船隊擔任小小教練，帶領大小朋友安全無虞地盡情體驗獨木舟與立式划槳的樂趣，讓親子共同體驗宛如在海上悠遊航行的逍遙自在。





Luxury Yacht Showcase at Horizon City Marina

At Horizon City Marina, employees' families and friends were offered the experience of touring five luxury yachts – the RP110, FD85, E62, E56 and E56XO – and getting a feel for the yachting lifestyle. This was a special event for the family and friends of Horizon employees, as it gave them the chance to see first-hand the finished product that comes from all the hard work of their loved ones! This large-scale showcase of Horizon yachts is usually only seen at an international boat show, which is exactly where some of the yachts were headed after the event. The FD85 will be making her European debut at the Cannes Yachting Festival and Monaco Yacht Show in September, and the RP110 will be on display at this year's Fort Lauderdale International Boat Show in November.

5艘世界級豪華遊艇同時展出

此外，在亞灣遊艇碼頭的「豪華遊艇參觀區」，則一次展出 5 艘 Horizon 豪華遊艇，包括今年剛完成的 Horizon RP110 全新船型、將參加九月份法國坎城國際船展的 FD85 快速巡航型遊艇、即將交付日本船主的全新 E62 包覆式船橋造型遊艇，以及造型流線時尚的 E56XO 快速遊艇和 E56 船型。以國際船展規模展出的 5 艘 Horizon 豪華遊艇，吸引與會的員工親友爭相登船參觀體驗，近距離欣賞自己親愛的家人努力工作的「心血結晶」！





Toasting to 30 Amazing Years

As evening approached, music flowed from the Waterfront Party, hinting at the excitement to come. Guests began moving towards the large concert stage for the next portion of the nights' events. The lights went out and the screen played Horizon's 30th anniversary video, which documents the company's journey and history over the past three decades. After thanking all the employees for their dedication, Horizon CEO John Lu, the chairman, James Cheng, and the managers raised their glasses and asked all the guests to share in a toast to the past, present and future for Horizon.

舉杯慶祝輝煌三十年

到了傍晚時分，星光水岸晚會區漸漸傳來暖場樂聲。有些來賓隨興攤開 30 週年紀念禮的野餐墊席地而坐，有些則是搶先擠進最佳觀賞區等候。大家都希望找到最佳位置來欣賞明星藝人的精采表演。此時，每雙眼睛都對即將開場的舞台投以熱烈期待。當華燈初上，夜晚的海風輕拂，在舒適休閒的氛圍中，熱鬧的晚會正式開始。螢幕率先播放嘉鴻遊艇集團 30 週年紀念影片做為開場，記錄著集團從草創時期的遊艇代工廠，到如今晉升全球前五大客製遊艇製造商的歷程。為了感謝每一位同仁的努力與辛勞，呂佳揚執行長及鄭啟驊董事長等經理級以上長官，在台上一同舉杯與在座的每一位員工、眷屬、代理、船主及合作夥伴，表達謝意並邀請共享 30 週年的榮耀，寫下紀念性的美好時刻。



特別企劃
SPECIAL
FEATURE

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Encore: To 30 More Years

The evening swiftly moved into the highly anticipated concert events, where artists and bands, including the highly popular Taiwanese band Wu-Bai & China Blue, took turns rocking the night. Many guests enjoyed the music from on board a yacht, while others took to the grass to dance to their favorite songs. As the concert came to end, the crowd yelled "encore" and even the yachts joined in, blowing their horns to encourage a final tune. As a grand finale, Wu-Bai & China Blue sang "Farewell my Love" to close out an amazing night of music.

An unforgettable time spent in the company and friends, family and coworkers, the Horizon 30th anniversary was a true expression of joy, pride and gratitude - not only for everything the company has accomplished together but also what we will continue achieve. Here's to the next 30 years! 🍷

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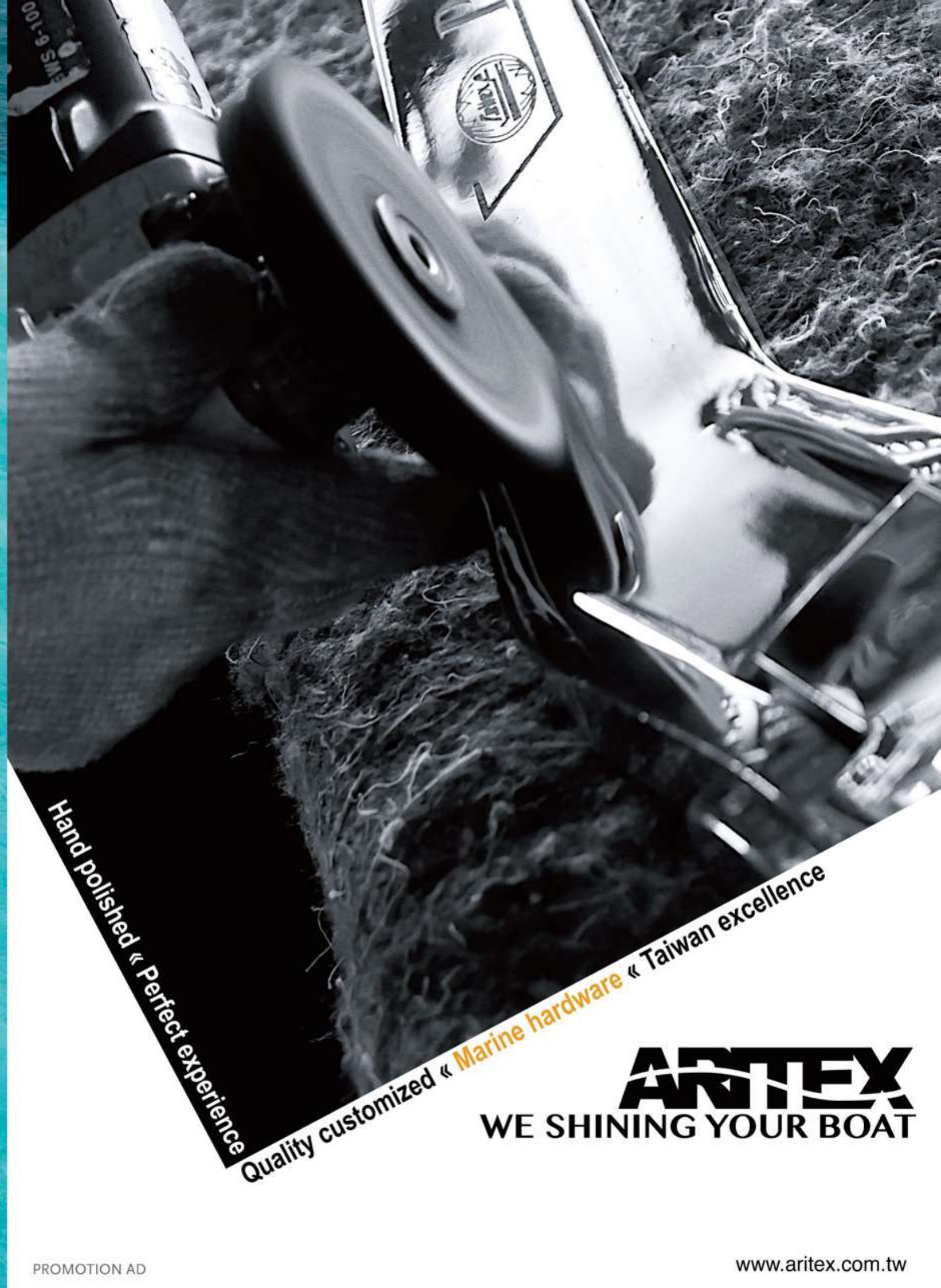
攜手共進續創無數個美好三十年

之後的晚會節目則先由超人氣主持人阿翔、謝忻和台下員工大玩互動同樂，將現場氣氛炒熱到最高點。然後由大家引頸期盼的療癒系女聲梁文音，及重磅壓軸的伍佰與 China Blue 輪番接力開唱，將晚會轉化成演唱會的熱鬧氣氛。而動感歡樂的音樂感染力也延伸到碼頭遊艇上的許多來賓，大家都沉溺在表演者的優美樂聲及打動人心的歌曲裡面，甚至還利用遊艇上的鳴笛，加入台下觀眾呼喊「安可」的行列以壯大聲勢。這麼稀有的安可方式，對藝人和在場嘉賓來說，想必是個非常獨特且難忘的演場會體驗吧！

晚會的最後一首安可曲，伍佰以「心愛的再會啦」為這場充滿歡笑、榮耀與感動的 30 週年慶祝活動，劃下完美的句點，也象徵期待下一個三十週年的到來。帶著各方的期待與祝福，嘉鴻遊艇集團也將與全體員工繼續乘風破浪，挺進無數個美好的三十年！👉



HORIZON E88



Hand polished « Perfect experience

Quality customized « Marine hardware « Taiwan excellence

ARITEX
WE SHINING YOUR BOAT



THE HISTORY AND DEVELOPMENT OF HORIZON GROUP

走進時光迴廊
嘉鴻遊艇集團 30 年發展回顧



A photograph of the Horizon shipyard, taken in 1988
攝於1988年·嘉鴻遊艇草創期廠房空拍

The Beginning 創業源起

A dream that began with an empty, dusty factory...
一個從6000坪法拍土地開始的夢想

The 219,000sqft factory that Horizon Yacht acquired from Xian Qi Yacht Company in auction was dusty in sunny days and muddy in rainy days. The yard was too large for the few workers who occupied it, so Horizon lent a part of it to a wood factory for timber storage and rented out another area for fertilizer storage. Those early images are hardly recognizable in comparison to the beautiful, modern facilities that comprise Horizon Yachts today, but this is where the Horizon story begins.

晴天時塵土飛揚，雨天時泥濘滿地，十幾個人塞不滿 6000 坪大的土地，因此索性就把一邊借給木材工廠堆滿木材；另一邊再租給別人堆放肥料。你恐怕很難將這樣一個不協調、沒有秩序的破舊廠區，和現在這個光鮮亮麗、井然有序的嘉鴻遊艇集團連結在一起。但故事，確實就是從這裡開始的……



The original shipyard in the Hsiao Kang district, Kaohsiung, in its early stages
小港廠原址廠房及草創時期的樣貌

1987



Horizon Yachts was founded in 1987 by Gong Shan Chiai, Cheng Shun Hui, and John Lu
龔上杰先生 (左)、鄭舜惠先生 (中) 及呂佳揚先生 (右) 是開廠的共同創辦人

1987 - Establishment of Horizon Yacht

Founded in 1987 by Gong Shan Chiai, Cheng Shun Hui, and John Lu. John Lu named the company "Horizon Yacht" to reflect an image of broad scope, hope, and the desire to embrace the future. The Taiwan yacht building industry was booming, and John led the start-up team of just under 30 employees with passion and enthusiasm.

1987 - 設廠草創 筆路藍縷

嘉鴻成立於 1987 年，共同創辦人為龔上杰先生、鄭舜惠先生與呂佳揚先生。現任執行長呂佳揚先生在當時擔任廠長，負責主導公司營運，並將公司命名為 Horizon Yacht，取其寬闊、希望、向前等正面意涵。成立初期正值台灣遊艇產業鼎盛年代，即使新廠百廢待舉，呂佳揚先生憑藉夢想與熱情，帶領全廠不到 30 位員工，展開筆路藍縷的逐夢之旅。



Demand for luxury yachts was booming in the developing stages, and Horizon tackled every yacht building detail, from selecting the right wood logs to completing hulls
成立初期是一個供不應求的美好年代，嘉鴻一手包辦原木的挑選、船體製作到成船的過程

1988 - 1991 A shift in market focus

Horizon's initial business model was as an OEM (Original Equipment Manufacturer), building motoryachts under 50 feet for customers in the U.S., Australia, and Sweden. Appreciation of the Taiwanese dollar, higher labor wages and rising raw materials prices began to impact exports to the company's most important market – the U.S. – which forced John to change his business strategy and market focus. In response to the dip in the market, Horizon designed and developed its own 45 and 58-foot models and shifted focus from the U.S. to Europe and Asia. This move cemented the future for Horizon's global business development and established a foundation for market segmentation and risk diversification.

1988 - 1991 經濟環境驟變 因應調整市場方向

創立初期為代工生產的經營模式，主要為美國、澳洲及瑞典品牌製造 50 呎以下動力遊艇。然而好景不常，隨著新台幣升值、工資提高、原物料上漲等因素，導致美國市場急速衰退，台灣遊艇業也進入產業寒冬。此時，呂佳揚廠長因應環境迅速調整市場方向，轉而開發 45 與 58 英尺新船型，並將業務轉為以歐洲及亞洲為主。此調整奠定了日後業務發展方向，也是確立市場區隔及分散風險的重要基礎。

1988



The first 40-foot yacht built in 1988 designed by John Lu
嘉鴻第一艘由呂執行長設計自行開發的 40 呎的遊艇於 1988 年完工



Mr. Eichinger from Germany was officially the first Horizon oversea agent
德國代理 Eichinger 是嘉鴻第一位以 Horizon 品牌正式代理夥伴

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1992

1992 - 1996 Success in Europe and the path to growth

The first phase of the market transition was successfully underway, and Horizon's annual exports were well received in the European and Asian markets. The company continued operation as an OEM while at the same time building its own branded products. Seeing success with its Elegance models, which were co-developed by Horizon and its European dealer Drettmann, Horizon Yacht accelerated its development in Europe, introduced its first 80-foot model, and began a rapid expansion that would set the pace for the next 12 years.

1992 - 1996 轉型成功 歐洲市場日益茁壯

重整步伐後，夢想開始起飛。因市場轉型成功，出口量也隨著歐亞市場表現亮眼而持續增加，此時除少數地區以自有品牌銷售外，大多仍以生產代工為主要經營模式。之後，嘉鴻與歐洲新代理商 Drettmann 合作開發的 Elegance 船型大受好評，因此站穩歐洲市場，而率先同業進入 80 呎以上巨型遊艇市場的策略，則加速嘉鴻在歐洲市場的發展。隨著歐洲市場日益茁壯，嘉鴻也進入快速擴張成長的關鍵 12 年。



For over 20 years, Horizon has collaborated with Swedish designer John Lindblom on numerous projects. This picture shows a 58-foot yacht, designed by him, that was a huge success in Europe
瑞典設計師 John Lindblom 與嘉鴻攜手設計過許多船型，和嘉鴻的合作已超過 20 多年。圖為其設計的 58 呎遊艇，也是當時前進歐洲最成功的船型

Transformation 改造大計

From a single shipyard to a group organization

「專業分工、分進合擊」造就亞洲唯一集團化組織的遊艇集團

While other Taiwanese factories began moving to China to take advantage of lower manufacturing costs, John Lu, who was General Manager at the time, made the decision to stay in Taiwan. The demand for production capacity was increasing and Horizon was growing at a rapid pace. John believed that Horizon's competitiveness didn't rest solely with production costs, but with overall value, so he set about finding ways to quickly and efficiently integrate materials, equipment, manpower, design and technology. The concept of specialization came to mind, and John began to transform operations.

當台灣許多工廠都搶著西進中國，尋求更低的製造成本時，當時擔任總經理的呂佳揚先生卻選擇繼續留在台灣。因為他認為遊艇業的核心競爭力並不全然取決於生產成本，如何提高遊艇的附加價值，才是更重要的課題，而如何將遊艇不同原物料、材料、設備...以及設計、技術、人才...等迅速完美整合的能力，才是遊艇廠的競爭力。因此，當產能需求及公司規模愈來愈大時，「專業化分工」的概念便開始在呂佳揚的腦中浮現，於是一連串集團化的改造大計就此展開……



The Vision Shipyard was founded in 2001 and moved to its current location in Dafa industrial park. Vision is responsible for producing luxurious motoryachts from 52ft to 80ft
鴻洋大發廠設立於 2001 年，於 2006 年搬遷至新廠房，主要負責建造 52 呎至 80 呎等級的豪華動力遊艇



This picture shows the factory in 2003. The following year, the shipyard's facilities expanded to 463,000 square feet and marked Horizon as the largest shipyard in Taiwan
圖為 2003 年整潔有序的嘉鴻小港廠樣貌，隔年擴充廠房，總面積達 13000 坪，為台灣最大廠房規模遊艇公司

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Founded in 2005, The Premier shipyard focuses on yacht maintenance; repair and refit of 100-foot plus yachts; utilizing its logistical advantage for sea trials; commissioning; and loading completed yachts on board container ships to be delivered around the world

2005 年成立高港造船(現今的嘉鴻旗津廠)·負責建造 130 呎以上的豪華訂製遊艇·現為世界級維修中心·擁有專屬水岸碼頭與交船中心·負責遊艇的海上測試·交船作業以及維修及保養等



While the industry was booming, the factory was still brightly lit during the evening hours

訂單旺盛時期·夜間加班趕製中燈火通明的廠房

1997

1997 - 1999 Focus on quality and innovation

Horizon Yacht obtained the ISO-9002 certification and became the first quality assurance shipyard in Taiwan to receive the CE marking. At this stage, the company not only continued to expand its business in Europe, but also set up new brokerage houses in the U.S. to sell its own brand of Horizon yachts. During company's rapid growth, John Lu gradually standardized administration and manufacturing processes via computer system to maintain quality and efficiency, with the goal of building Horizon shipyard as a world-class yacht company with its own brand and culture.

1997 - 1999 勇於創新 推行品質標準認證 朝國際遊艇大廠目標前進

嘉鴻率先通過 ISO-9002 認證·成為台灣第一家品質認證的船廠·並推行 CE MARK·確保國際高標準遊艇品質·此階段歐洲市場業務持續擴張·廠內作業系統及制度也逐步標準化及 E 化·為廠能擴充做好準備·同時也設立美國新代理商·並以 Horizon 自有品牌重返美國市場·而在公司快速成長時·呂佳揚總經理也設法打造一家國際遊艇廠應該有的高度·並且一步步建立屬於嘉鴻的企業文化·



Horizon's headquarters house a CNC milling department and an interior design center responsible for producing motoryachts 80 feet and above
嘉鴻小港廠設有 CNC 模具製造中心與內裝設計中心·主要負責建造 80 呎以上的豪華動力遊艇

2000

2000 - 2006 Moving to a group management business model

Business was booming, and to meet the increased demand for production capacity John Lu established specialized member factories. Atech Composites, Vision Yachts, Premier Yachts, CNC Tooling Center and Q&E Furniture were founded one by one. A Group Management Center, with John as the CEO, was established to oversee the administration of the five companies, which covered over 1.2 million square feet with more than 1,200 employees. During this period the European market continued to thrive and sales in the United States grew year by year. Production at the Horizon and Vision Shipyards was at full capacity, with many orders for large yachts, which led to the expansion of both the shipyard and personnel on an unprecedented scale.

2000 - 2006 專業分工 分進合擊 啟動集團化經營管理模式

因應業務及產能需求·嘉鴻先後成立「先進複材」、「鴻洋遊艇」、「高港遊艇」、「開模中心」及「快藝組合傢俱」·以專業分工模式突破產能極限·並以分進合擊策略展開更具效率的管理與營運·此階段嘉鴻集團化經營管理模式正式啟動·由呂佳揚擔任集團執行長並成立集團管理中心·下轄 5 家公司·佔地總面積 31500 坪·員工超過 1200 人·採全面電腦 E 化系統·此期間歐洲市場持續熱絡·美國業績亦逐年成長·嘉鴻與鴻洋產量滿載·大型遊艇訂單量增加·工廠廠房及人員擴展至空前規模·



Horizon's progress from the original building basins to current ones
新舊水池對照圖

Horizon Yachts has always invested back into the company with equipment and research & development. Traditionally, all docking basins at the shipyards were on an incline. As the manufacturing size of our yachts grew larger and larger, the docking basin was no longer efficient. CEO John Lu came up with the idea of building the docking basin upwards instead of inwards, as was traditionally the case, thus allowing the basin to hold a yacht of up to 120 feet. The design soon turned to success and offered a significant increase in project efficiency.

嘉鴻遊艇從未停止設備投資和研發的腳步傳統上所有遊艇廠都是斜坡式設計的下水池系統·工程效率低·另外隨著船艇越做越大·水池已不敷使用·呂執行長靈光乍現想到與其按舊方法往下造更大的水池·不如試著往上造·便可容納 120 呎的船·這個獨特的想法後來證明是一大成功·對提升工程效率有顯著影響·



1. Supplying yacht hulls and large-scale FRP components
2. Developing the first FRP fast tram for the Taiwan government
3. Design and fabrication of 12m unmanned aerial vehicle (UAV) components
4. Collaborating in the development of a cutting-edge, lightweight body shell made from carbon fiber

Atech Composites was founded in 2000 and commissioned to handle the production of large-scale FRP yacht components

1. 遊艇船殼與大型 FRP 構件
2. 為台灣官方完成首件軌道車輛 FRP 車頭外裝板製造
3. 翼展 12 米以上無人飛行載具 (UAV) 的 FRP 構件設計和製造
4. 破纖維賽車車殼設計及製造

先進複材廠成立於 2000 年，為專業複合材料構件製造廠，主要負責研發製造的 FRP 複合材料船體以及海、陸、空、能源領域的大型構件製造

2006 - 2008 World-class ranking and accolades

Through specialized manufacturing and group management, Horizon Group maximized its production capacity and the business reached its peak – exporting a record-setting 54 yachts with an average length of 73.8 feet and total production length of 3,987 feet. At its height, the total export turnover from the Horizon Group reached nearly 4 billion New Taiwan Dollars. During this time, Horizon was ranked within the world's top ten luxury yacht builders and awarded “Best Asian Motoryacht Builder” by the Asia Boating Award – and award that would continue for 12 consecutive years. John Lu successfully completed his plans of transformation and expanded Horizon Yacht to Horizon Group, and the company achieved a position of prominence on the world yacht building stage.

2006 - 2008 改造有成 晉身全球前十大豪華遊艇製造商 亞洲最佳遊艇廠

嘉鴻以集團化、制度化進行質變，憑藉專業分工和集團各廠分進合擊策略讓產能達到最大，業務也達到頂峰，最高年出口數甚至達到 54 艘，總長度 3,987 呎，單艘平均長度 74 呎，出口營業總額翻倍來到 40 億，寫下輝煌紀錄。在此同時，嘉鴻遊艇集團也晉身全球前十大豪華遊艇製造商，並獲得 Asia Boating Award 亞洲船舶大獎的亞洲最佳遊艇製造廠殊榮，之後更連續 12 年蟬聯此桂冠。呂佳揚執行長的十年改造大計，以傲人成績帶領集團全體員工登上國際遊艇大廠地位。



In 2006, Horizon was first awarded the “Best Asian Yacht Builder” by the Asia Boating Awards. This picture shows Horizon CEO John Lu as the recipient at the Hong Kong ceremony in 2015, where Horizon was awarded its 12th consecutive award

嘉鴻遊艇集團於 2006 年首次榮獲，並連續 12 年獲頒 Asia Boating Award 亞洲最佳遊艇製造廠大獎，圖為 2015 年呂執行長於香港受獎



A group photo of more than 1000 employees, taken in 2002
2002 年集團員工合影留念，當時員工人數超過 1000 人

A Branding Journey 品牌之路

The global financial tsunami forces an identity check
一場全球金融海嘯 重啟嘉鴻的HORIZON品牌之路



Thanks to specialization and the new group business model, Horizon Group enjoyed its largest export turnover. But, just as the Group was gearing up for another record year, the global financial crisis of 2008 hit without warning, sending the business into a severe recession. The slow market became another turning point for the company, and John Lu seized the opportunity to restructure the Group's global sales net and re-think the Horizon brand identity.

集團化與專業分工逐步落實了呂佳揚執行長對遊艇業的理想，但當準備好迎接轉型後的下一波高峰時，2008 年一場無預警的國際金融海嘯席捲而來，嚴重打擊全球遊艇市場，也讓嘉鴻面臨開廠以來最嚴苛的挑戰。但危機就是轉機，出口業績大幅衰退，剛好給了無暇休養生息的嘉鴻重新布局的機會，而這個契機也開啟了呂佳揚執行長重建 Horizon 自有品牌的決心。自此，嘉鴻遊艇集團才真正開始走上品牌之路。

2008

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2008 - 2009 A crisis becomes a turning point

The unexpected global financial crisis rocked the yacht building industry, causing Horizon's largest dealer Drettmann to go bankrupt and presenting Horizon with its greatest challenge since its establishment. Despite the financial impact and the cancellation of most orders, the Group adopted the strategy of "self-build, self-market" to complete ten superyachts – each over 105 feet in length – and six superyachts – each over 130 feet in length. At the same time, John Lu worked out a plan to withstand the economic ebb and flow through brand identity and awareness.

2008 - 全球金融海嘯衝擊 是危機也是轉機

全球金融海嘯無預警襲來，導致遊艇產業跌落谷底，而嘉鴻也因最大代理商Drettmann倒閉，訂單銳減，而面臨開廠以來最大危機。為了度過此難關，集團採自建自售策略，並建造 10 艘 105+ 呎及 6 艘 130+ 呎超級遊艇，除累積日後「先建後售」的經驗外，也奠定生產超級遊艇的地位。同時，呂佳揚執行長也開始思考如何才能抗經濟環境的變化及衝擊，而這個答案就是「品牌」。



A busy and prosperous scene at the Düsseldorf Boat Show before the 2008 financial crisis occurred
金融海嘯前杜塞道夫船展的繁華榮景



The Horizon EP150: the largest flagship built by Horizon as well as the largest BV Ice-classed private yacht built in Asia
嘉鴻遊艇集團旗艦船，也是亞洲第一艘破冰級豪華遊艇 - EP150



Horizon's status as a top luxury yacht builder, noted among other large-scale OEM manufacturers, was showcased at the 2009 Düsseldorf Boat Show

2009 年杜塞道夫船展，HORIZON 與代理商品牌齊列在迎賓牆，是代工轉型自營品牌的一大步



Mr. James Cheng, chairman of the company, receives the "Taiwan Excellence 2015 Gold Award" on behalf of Horizon Group
2015 年榮獲金質獎，鄭啟聯董事長代表嘉鴻遊艇集團接受表揚

93

2010

2010 - 2011 The emergence of Horizon as a brand

The global economic crisis demonstrated that brands with strong identity and less dependency on dealers could resist market downturn, so John set out to re-build Horizon's brand identity. While establishing a self-sell location as well as a U.S. branch, he implemented a brand re-engineering plan that would canvas the global market and create a cohesive brand spirit throughout the organization and its employees. The Group set up a marketing center dedicated to developing the Horizon brand by raising Horizon's brand awareness, enhancing brand image and creating brand value.

2010 - 2011 自建行銷通路 重啟品牌之路

全球性的國際經濟危機讓呂執行長徹悟只有堅強的品牌力才能抗不景氣，也才能不受制於代理商，因此決定重啟 Horizon 品牌之路，在全球市場推行單一品牌重建計畫，並且對內開始傳遞品牌精神，凝聚品牌共識，對外自建行銷通路，設立美國分公司。同時也成立集團行銷中心，致力提高 Horizon 品牌知名度、提升品牌形象、創造品牌價值，全力發展 Horizon 遊艇品牌。



Horizon played a role in a TV CF in Taiwan in 2005
2005 年配合拍攝 [維士比] 電視廣告



In 2011 Horizon assisted the local government in a special film that celebrated Taiwan's 100-year anniversary
2011 年政府拍攝 [台灣百年風華] 特輯慶祝建國 100 年指定企業



Horizon CEO John Lu was interviewed for Insight People, by informative Taiwanese program TVBS, in 2014
2014 年嘉鴻遊艇集團呂執行長接受 TVBS 電視台 [看板人物專訪]



2012

2012 - 2017 A strong brand image elevates Horizon to a top 5 builder

Horizon turned its focus to the development of its own brand and established a dominant position from a design, manufacturing, marketing and service standpoint. In addition to promoting the Horizon brand, the Group members continued to welcome innovative manufacturing technology and create new yacht models to satisfy global customers' needs. With this cohesive Group effort, Horizon has risen in position to become the world's fifth largest custom yacht manufacturer. Today, the Horizon brand represents yachts that are admired by yachting enthusiasts around the world and backed by numerous international prestigious yachting awards.

2012 - 2017 建立主導地位 展現品牌力 躍升全球前五大客製化豪華遊艇製造商

憑藉過去所累積的綜合實力，嘉鴻遊艇集團以自有品牌為經營核心，建立公司由設計、製造、行銷到服務的主導性地位。並且在全力經營 Horizon 遊艇品牌的同時，也不斷精進製造技術、研發新船型，用堅強的實力提升品牌國際地位，嘉鴻遊艇集團也躍升為全球前五大客製化豪華遊艇製造商。品牌經營成功讓嘉鴻不需藉由價格競爭，也能受到全球遊艇玩家的青睞與讚賞，更榮獲多座國際遊艇大賞的肯定，也讓 Horizon 成為值得客戶信賴的遊艇品牌。

Envisioning the Future 展望未來

One brand, two generations, and three strategies lead Horizon towards its next 30th anniversary

一個品牌 兩個世代 三大方針
讓嘉鴻下一個 30 年走得更穩健

1. To establish after-sale service centers around the world
建立海外售後服務據點
2. To enhance global sales and marketing channels and expand brand share
強化全球通路與品牌佈局
3. To cultivate a new generation of employees and to explore new fields for future development
世代傳承、探索新領域

Despite the ups and downs of the global yachting industry over the past three decades, Horizon was able to overcome each challenge and strengthen itself as a result. The company now enjoys status as Asia's only yacht group organization awarded Best Asian Motoryacht Builder and ranks among the world's top ten luxury yacht manufacturers as well as the world's fifth custom luxury yacht manufacturer. Following its first 30th anniversary, Horizon is busy planning the goals that will create the next chapter of its story.

儘管全球遊艇產業在過去三十年不斷地跌宕起伏，然而嘉鴻仍屹立不搖，不僅發展為亞洲唯一遊艇集團，更晉身亞洲最佳遊艇廠，名列全球前十大豪華遊艇製造商以及世界前五大客製化豪華遊艇製造商。走過了 30 個年頭，嘉鴻的故事當然還要繼續寫下去.....





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HORIZON'S TOUR DE FORCE AT THE SANCTUARY COVE INTERNATIONAL BOAT SHOW

嘉鴻在澳洲神仙灣國際船展重磅出擊，
改寫銷售新紀錄



The sun was shining over the Horizon display at the Sanctuary Cove International Boat Show in Australia last month, which hosted the largest display of Horizon luxury yachts ever to assemble at the show. Seven Horizon yachts were on display from May 25th to 28th, from the new Horizon E84, Horizon V74, Horizon E73, Horizon EP69, and Horizon E65, to the new Horizon E56XO Sports Yacht and the Horizon PC52 Power Catamaran.

2017 澳洲神仙灣國際船展在今年五月 25 日至 28 日盛大舉辦，而嘉鴻遊艇集團也以最大規模的七艘遊艇船型組合：全新的 Horizon E84、Horizon V74、Horizon E73、Horizon EP69 和 Horizon E65 豪華動力遊艇，以及新的 Horizon E56XO 快速動力遊艇和 Horizon PC52 雙體遊艇，參與盛會。



Left :
HMYA Director Gary Wahlstedt (first from the left),
Austin Lin, general manager of Vision shipyard and National Manager Mark
Western gathered together to celebrate the success of boat show.

左圖：
嘉鴻澳洲代理總裁Gary Wahlstedt(左一)
開心與大發廠林總經理及銷售經理Mark Western合影慶祝船展成功

The brand-new Horizon E84 – with its LOA of 90' – took the crown as the largest new motor yacht on display at the show. Customized for the Australian market, the E84 offers a spacious four-stateroom layout with crew quarters aft of the engine room and a skylounge that provides a comfortable place to pilot the yacht during extreme weather conditions. One of the E84's most popular features is the aft galley – situated between the aft deck and the formal interior dining area for eight – that allows for easy, flexible entertaining between both interior and exterior areas. The main salon is located forward of the formal dining area and features built-in U-shaped seating that invites guests to enjoy the scenery or relax with a movie.



其中，全長 90 英尺的 Horizon E84 豪華遊艇，還奪下此次船展新遊艇中的「最大動力遊艇」桂冠。這艘專為澳洲市場規劃的 E84 豪華遊艇，擁有寬敞的四房格局和獨立於引擎室後方的水手房，而包覆式船橋設計則提供開船者無畏天氣變化的舒適駕駛空間。另外，後廚房的規劃則是另一個深受澳洲客戶喜愛的設計。這個將廚房設置在可容納八人的正式用餐區後方，串連起戶外後甲板的設計，不僅讓室內戶外連成一氣，擴大賓主享受休閒娛樂的空間，也方便同時提供裡外賓客的餐飲服務，是一個特別適合澳洲地區船主海上休閒生活型態的規劃。此外，也特別將主沙龍規劃在正式用餐區前方，並且配置 U 型舒適座椅，方便賓主在此優閒欣賞海景或放鬆享受視聽娛樂。





Also popular at the show was the new E56XO, Horizon's first sport yacht model. The E56XO combines sleek exterior styling and numerous outdoor amenities with luxurious interior accommodations. Based on the popular E56 model, the E56XO boasts new alfresco entertaining areas, including a forward deck dinette and sunpads along with a custom-designed aft deck transom wet bar that transforms into a serving area. The E56XO and her spacious 15' 9" beam provides a fully-equipped galley, flexible salon area, and lower helm on the main deck, along with three comfortable guest staterooms – a full-beam master, VIP cabin in the bow, and twin guest cabin to starboard – below deck. This sport yacht is powered by twin Caterpillar C12 ACERT-705Bhp engines.

另外，嘉鴻的第一款快速遊艇船型－全新的 E56XO 動力遊艇，也在船展中受到熱烈歡迎。這艘以廣受市場喜愛的 E56 船型為基礎所研發的 E56XO 快速遊艇，擁有優美的流線型外觀、豪華的內裝設計，以及引以為傲的眾多戶外休閒娛樂區域和設備：包括前甲板區的座椅和日光浴墊，以及客製化的船艙吧檯兼料理台。而 15.9 英尺船寬所提供的寬敞室內空間，除了規劃出位在主甲板層的一個設備齊全的廚房、高彈性應用的沙龍區和下駕駛台外，還在下層艙規劃一個全船寬主人房、船艙貴賓房和右舷的雙床客房。這艘擁有三房格局的全新 Horizon E56XO，還配備兩部 Caterpillar 705 匹馬力的引擎，可提供船主快速馳騁的駕馭樂趣。



Amongst the excitement was the show-stopping sale of a new build Horizon RP115 by National Manager Mark Western. Mark has been working with Horizon Yachts for 12 years and is well known throughout the industry and amongst Horizon owners. Based in Perth for the last 6 years, Mark has spent his time captaining numerous Horizon vessels throughout Australia as well as working closely alongside Horizon Motor Yachts Australia (HMYA) Director Gary Wahlstedt.

The sale of the 122' Horizon RP115 is the third Horizon build for her owners who are moving up from their current Horizon 94. When she is delivered in early 2019, this RP115 will be the largest Horizon yacht to hit Australian shores. This one-of-a-kind yacht will feature an extended hull, 10-seat heated jacuzzi, sauna, sunroof to the skylounge, 440/20X TRAC stabilizers, 24 underwater lights, Furuno Navigation package with Octoplex power management and Maretron monitoring system, Yacht Controller, and twin MTU 2600hp engines providing a top speed of over 24 knots.

HMYA Director Gary Wahlstedt said of the sale, "This is a testament for all the hard work Mark has done for the Horizon Brand over the past 12 years. His knowledge of the Horizon range of vessels is exemplary and his relationship with Horizon clients is outstanding."

Horizon Group CEO John Lu says that he is delighted to see the first RP115 grace Australian waters, noting that her owners will continue to be in great hands with Horizon and Mark Western, whom he refers to as "one of our company's most knowledgeable and professional salesmen."

Increased presence and interest in Horizon Yacht models, particularly on the larger end, over the past few months signals a promising sales year for Horizon Motor Yachts Australia, and Horizon looks forward to growing the Australian Horizon family in the coming months. ➡

當然，船展最讓人振奮的消息莫過於成功售出遊艇。因此，當嘉鴻澳洲代理商 HMYA 的全國銷售經理 Mark Western，成功簽訂一艘新的 Horizon RP115 遊艇訂單時，才為這次的船展畫下完美句點。事實上，Mark 已經在澳洲深耕 Horizon 遊艇品牌達 12 年之久，因此對嘉鴻遊艇集團和 Horizon 船型都非常了解，也與客戶建立起非常友好的關係。過去六年，Mark 以伯斯為據點行銷 Horizon 遊艇，並且經常駕駛各式 Horizon 遊艇穿梭於澳洲各地，深諳遊艇性能與特性，與 HMYA 總裁 Gary Wahlstedt 也保持非常密切的合作，因此深獲船廠、代理商和船主的信賴。

這艘預計在 2019 年初交船的 Horizon RP115 超級遊艇，全長有 122 英尺，是目前為止嘉鴻賣到澳洲最大的一艘遊艇，改寫嘉鴻在澳洲銷售的新紀錄，而這也是船主繼上一艘 94 英尺遊艇後的第三艘 Horizon 遊艇。這艘獨一無二的 Horizon RP115 客製化超級遊艇，將會有一個加長的船體、可容納十人的溫水按摩浴缸、三溫暖蒸氣室、望天台窗、穩定翼、水下燈、搭載 Octoplex 動力管理系統和 Maretron 監控系統的 Furuno 導航設備、遊艇移動控制器，以及最高極速達 24 節的兩部 MTU 2600 匹馬力引擎。

對於創造嘉鴻遊艇在澳洲的銷售新紀錄，HMYA 總裁 Gary 說道：「這是 Mark 在過去 12 年來，竭盡全力，努力推廣 Horizon 品牌的成果。他對於 Horizon 遊艇系列船型的了解，以及與客戶建立的關係，都在今天得到最好的證明。」

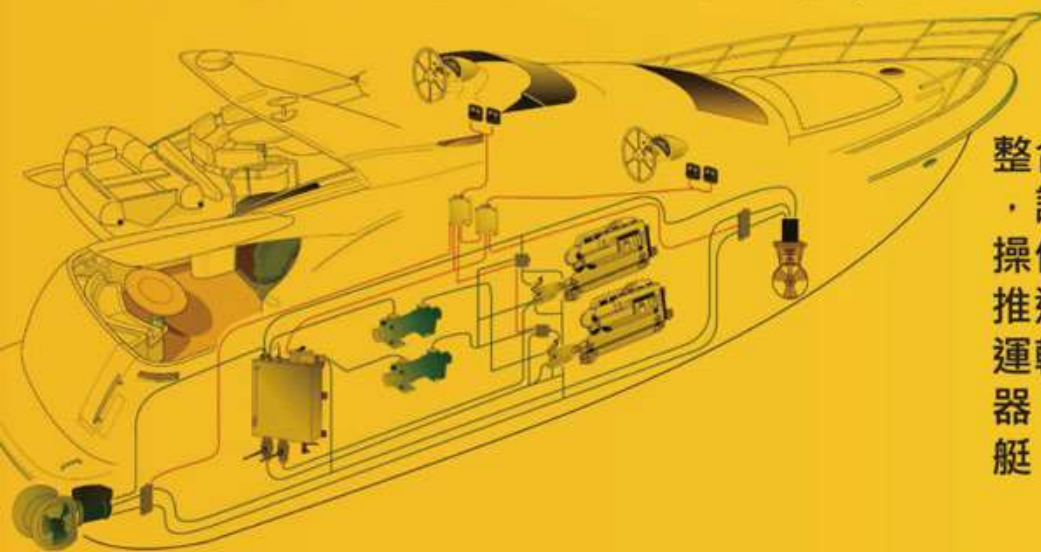
嘉鴻遊艇集團執行長呂佳揚也表示，非常高興能與船主再度合作建造他的 Horizon 遊艇，並且期待見到第一艘 Horizon RP115 在澳洲下水。我們承諾這艘遊艇和船主都會得到嘉鴻遊艇集團以及 Mark 最專業、最好的服務，並且強調 Mark 是公司頂尖銷售人員之一，具有豐富專業知識與遊艇熱情。

除了這次在船展成功銷售一艘超級遊艇外，在過去幾個月，我們也看到來自澳洲各地的客戶不斷表達對 Horizon 遊艇的濃厚興趣，尤其關注較大型的遊艇。因此，我們對今年充滿期待，也相信在未來幾個月內，一定會有更好的業績成長，讓 Horizon 家族在澳洲市場能持續擴大，為更多喜愛遊艇休閒的船主服務。 ➡





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August 3 - 7, 2017

View the Horizon E56XO & E84 at the 2017 Sydney International Boat Show.

For more information, please contact Erica Rae at sales@hmya.com.au





嘉鴻遊艇集團將在 2017 澳洲雪梨國際船展展出全新 HORIZON E56XO 快速遊艇及 E84 更多資訊，請聯絡嘉鴻遊艇集團行銷中心 marketingcenter@horizonyacht.com

<http://www.facebook.com/catcmlmarine/>



MEMBERS of HORIZON GROUP

Horizon Group 嘉鴻遊艇集團

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Since 1987 452,080 Sq.ft 創立於1987 42,000 平方公尺	Since 2000 249,070 Sq.ft 創立於2000 23,140 平方公尺	Since 2001 161,460 Sq.ft 創立於2001 15,000 平方公尺	Since 2005 258,330 Sq.ft 創立於2005 24,000 平方公尺	Since 2014 創立於2014
				
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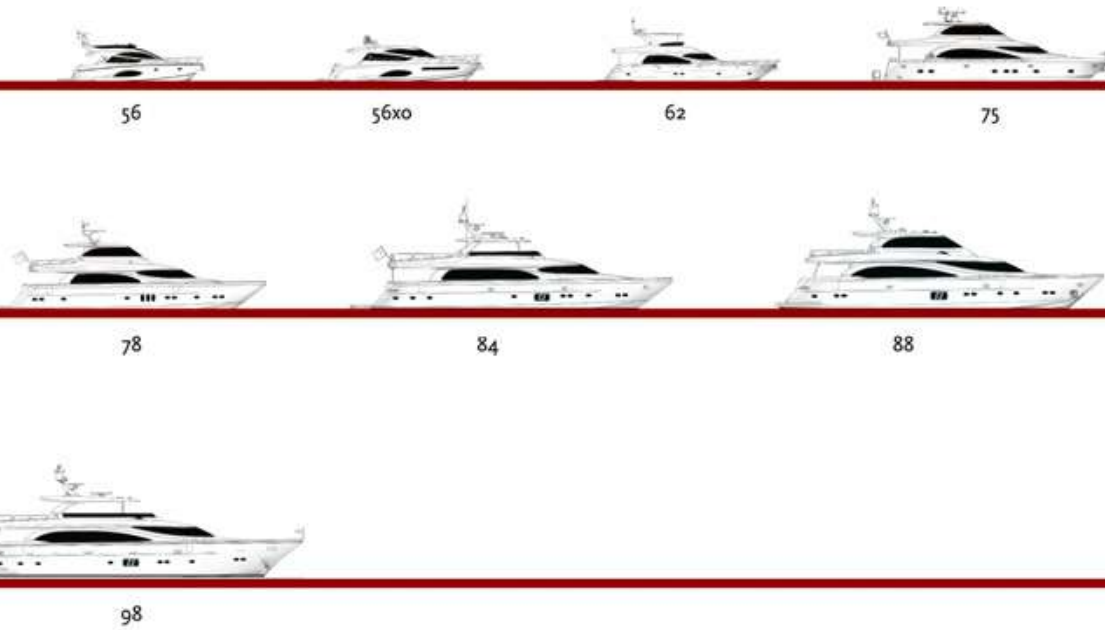
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