

# ELEVATED

SUMMER 2021

*Yachts*



MOONEN  
YACHTS

A white luxury yacht is shown from a side-rear perspective, sailing on a deep blue sea. The yacht features a modern design with a white hull and dark window lines. On the upper deck, there are several white radar domes and antennas. The background shows a clear blue sky and distant mountains. The text 'E-MOTION THE LEADERS IN FULL RANGE HYBRID SYSTEM' is overlaid in the upper right corner.

E-MOTION  
THE LEADERS IN FULL RANGE  
HYBRID SYSTEM



The electric green wave is rushing towards the yachting industry, ready or not. There are quite a few hybrid systems on the market, but none have come close to e-Motion Hybrid Systems.

Their cutting-edge technology is currently installed on Tankoa's 52-meter yacht Bintador, which brought home the Innovative Award at the World Superyacht Awards in 2020. Other yachts have the hybrid installed too, from the Sanlorenzo SL86' and 106' to Perini Navi's masterpiece, the 42-meter E-volution and major shipyards are following suit. The great race has begun. e-Motion offers serial and parallel full-range hybrid systems for yachts from 50-220 feet and offers three plug-and-play packages; the first is called The Comfort Zero-Emissions Hybrid Package with International Shore Power Mode, Navigation Fast Charge, and Zero Emission Mode. The second is the Sport Fishing Package, with one more mode, designed specifically for fishing yachts. Maneuver in electric mode while exiting the port, navigate quickly with diesel propulsion to your

fishing destination. At the push of a button, switch back to electric while in Zero-Emissions Trolling Mode and enjoy the fishing without exhaust.

The third is the company's signature offering; The Platinum Hybrid Package, composed of ten Functional Modes for yacht owners who desire to have all the flexibility the e-Motion system can offer, including Zero Emissions Mode, Diesel Electric Navigation Mode, Fast Cruise Mode, and Generator Fast Charge. Power Boost Mode, Cruising Boost Mode, to name a few. Elevated interviewed the CEO of e-Motion to give our readers a glimpse of who is behind this hybrid company. It is the brainchild of Michele Maggi, an Italian marine propulsion and yacht expert based in the center of the marine industry on the Ligurian coast. With over 15,000 marine engines sales under his belt, he is the third generation in the Maggi family's diesel marine motor business and is determined to guide the marine industry towards electrification. He is also a boat owner, PADI rescue scuba diver, and an angler with an immense passion and respect for the sea.



"My family has been in the marine engine dealer for over 80 years. At 22, my father sent me off for a two-year internship at the MTU headquarters in Friedrichshafen, Germany. I pleaded with them to place me in the factory line assembling motors. I wanted to learn the mechanics of an engine from the first to the last piece and realized if I was going to sell engines, it was essential to know them from the inside and out. Armed with this knowledge, I would provide better after sales service and future propulsion solutions to shipyards."

Not only was he involved in engines, but he also founded International Yachts Collection in Fort Lauderdale (today one of the biggest yacht brokerage houses in the USA) as the dealer for North and South American for Italian shipyards. "In the late 1990s, I saw the opportunity to offer my expertise in the sector and to represent the shipyards on the American market- I was the dealer for Baglietto, Baia, Cantieri di Pisa, Fipa-Maiora, and San Lorenzo. However, after closing a deal and teaming up with Ferretti Group as their buyer for the entire engine room package in Italy, I sold the company and dedicated my attentions back to propulsion."

The first hybrid challenge was with Ferretti Group, the Mochi 23m. Long-Range in 2006. This was the beginning of his life-long fascination for marine electric propulsion for Maggi. By supplying Ferretti with all the different engine room components, Maggi had contacts with all the sub-suppliers. "Back in 2006, there was nothing on the market, no small industrialized inverters; therefore, we didn't have variable speed generators, not to mention electric engines with clutches. In addition, the first lithium battery packs were just coming out with an electric bus. But I knew we were on to a concept that would be the future of marine propulsion and the end of ICE (internal combustion engines) engines. It is incredible to think the engine room layout has been the same concept for over 40 years; two main propulsion engines and two generators. It's time to move forward because technology is here and I believe in five years time, the yachting world will become full-electric once the solid state batteries evolve."

