



www.beringyachts.com

ALEXEI MIKHAILOV

is the co-founder of Bering Yachts. He oversees 200 workers in two boatbuilding yards. In his vision, he has Bering Yachts customers safely traveling the seven seas and his company positioned as a world leader in the recreational trawler market.



PMM: Can you tell us more about the types of trawlers Bering Yachts builds?

BY: We are a full-displacement, steel explorer yacht builder with models from 50 to 95 feet. We have three different model styles, all of which are heavy exploration yachts with raised pilothouses, robust construction and luxurious interiors. The Expedition series is a rugged embodiment of the traditional long-range trawler look. These are cruising vessels designed to withstand any sea condition, and are extremely safe and comfortable. Our Yacht Ship line is distinguished by contemporary exterior styling with larger windows and spacious exteriors (cockpit and flybridge). The Bering 70 introduces our Passage Maker line, which features shallow draft, modest bridge clearance and is lighter weight to appeal to cruisers looking for coastal adventures like the Great Loop and the Bahamas.

PMM: How has Bering Yachts become a leading brand in such a short time?

BY: I didn't create a business plan to make money by building boats. Years ago when I was in China, I saw a lot of manufacturing going on, and felt it was the perfect environment to establish a shipyard. I built the first boat, sold it, got an order for a second, and just kept my head down to build and deliver; the results took care of themselves. Bering Yachts has been very fortunate since we started. We experienced steady growth during the worldwide economic downturn while other builders halted production. Between 2008 and 2014, we sold and delivered four boats. We currently have five under construction: 60, 65, two 77s, and an 80.

PMM: Who is the builder for Bering Yachts?

BY: Unlike many other trawler brands, we have taken an in-house approach with every facet of our business. We manage the facility in China and own our yard in Turkey, operating with our own employees who are directly accountable for quality. We maintain consistency by controlling the entire process ourselves including design, marketing, purchasing and construction-leading up to the delivery of a completely finished yacht.

PMM: What choices do you offer your customers?

BY: We are truly a semi-custom builder. We recognize our clients as experienced and knowledgeable partners and create their vessels together as a team. Our customers participate in selecting the optimum layout, style of interior and many equipment choices. However, one thing we don't negotiate on is any feature that would compromise the safety of the boat at sea.

PMM: What sets Bering Yachts apart from other full-displacement trawlers?

BY: Steel, as far as we are concerned, is the best material for ocean-crossing vessels. With safety in mind; steel is much harder to break and won't burn. Building full-displacement boats (often 30-40-percent heavier than our fiberglass competitors) provides a much smoother ride in the ocean. With steel we build each hull from the ground up and are not limited by molds like fiberglass builders are.

PMM: What are your goals as a builder?

BY: Safety and quality in every aspect of the build is our priority. We intend to be in business for decades and take a long term view on our brand. We maintain a close relationship with our most precious assets, our employees and our customers. We have developed what we believe are the best methods to produce strong, seaworthy steel hulls that combine strength in the hull and deck and favor rich and luxurious appointments on the interior.

PMM: What is Bering Yachts doing to improve?

BY: To further improve our customer expectations we are collaborating with some big names in the industry to help enhance our total buyer experience. We want to improve every detail, from contract signing, through build choices in design and equipment, and regular communications that will allow our owners to not only build a great boat but also enjoy the adventures of a lifetime with their families. I'm very proud that two of our owners have already ordered their second Bering yacht; I can't think of a better endorsement than that!

