

GANZ BOUTIQUE PLATFORM GUIDE

GanzBoats Dealer Guide – January 2026

PLATFORM OVERVIEW

The website ganzboutique.com serves as the central information and communication portal between Ganz Boats and prospective or confirmed dealers. The public area presents the brand philosophy, the dealer programme and the first steps in the application process. Only after registration and approval by Ganz Boats do dealers receive access to confidential documents, marketing materials and the members' area.

Brand philosophy

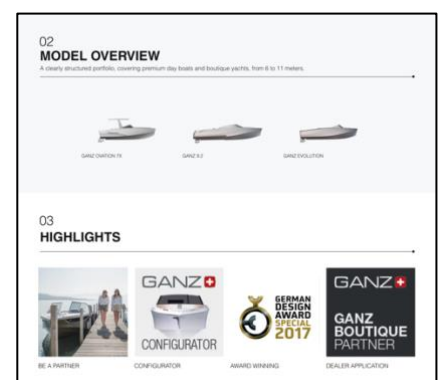
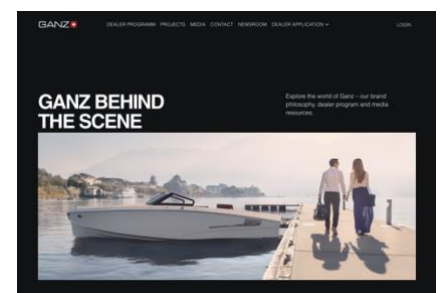
Ganz emphasises Swiss engineering and boutique manufacturing with clearly defined processes. The portal is aimed at selected sales partners and journalists interested in working together[1].

Why become a GANZ partner

The dealer programme highlights, among other things, the Swiss development mindset, high-quality and service-friendly products, a consistent model portfolio and long-term support[2].

Models & highlights

The page includes a model overview, a style configurator and the Dealer Application area[3].



Confidential content

Documents relating to the warranty and service philosophy as well as sales materials can only be downloaded after registration and approval[4].

ROLES IN THE DEALER NETWORK

There are currently three dealer categories:

- | | |
|-------------------|--|
| Agent | Sales agency without its own demo boat;
forwards customer enquiries |
| Dealer | Traditional dealer with a demo boat,
responsible for sales within its territory |
| Key Dealer | Full brand representative with service
and repair expertise |

Note: The specific details of the roles (e.g. revenue requirements or exact obligations) are stored in the confidential dealer area and are therefore summarised here only in outline.

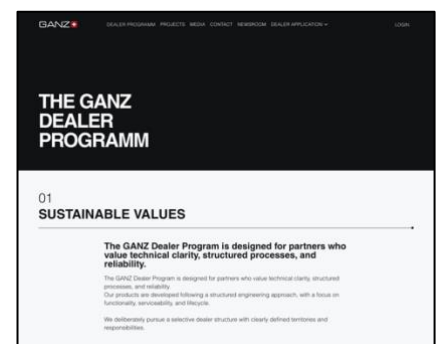
STEP-BY-STEP GUIDE FOR INTERESTED DEALERS

1. VISIT THE HOMEPAGE AND GATHER INFORMATION

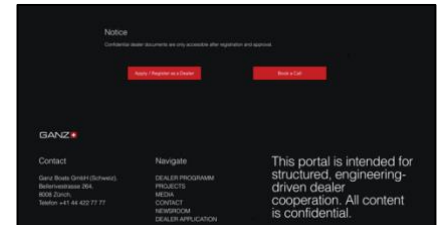
1. **Open** <https://www.ganzboutique.com> in your browser.
The homepage presents the brand and invites you to explore it.
2. **Read the section “Why Partner with GANZ”**, which explains five reasons for a partnership – Swiss engineering, quality, model range, support and sustainability[2].
3. **Skim the model overview** and the highlights (configurator, awards, etc.)[3] to gain an impression of the product portfolio.

2. DEALER APPLICATION – LEARN ABOUT THE DEALER PROGRAMME

1. **Select “Dealer Application” from the menu.** A page opens explaining the application process and emphasising sustainable values[5].
2. **Read the section “How we build partnerships”.** Here, Ganz describes the selective onboarding process in five phases:
3. **Application:** Online application with details about the company, market, team and motivation[6].

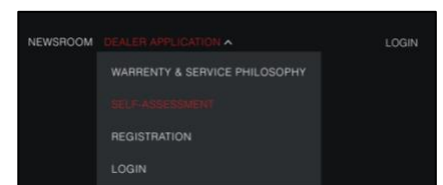


4. **Pre-Check Call:** An initial discussion to clarify expectations[7].
5. **Business Case & Deep Dive:** Joint market analysis and development of a business case[8].
6. **Pilot Phase:** Practical validation phase[9].
7. **Agreement & Training:** Contract signing and comprehensive training[10].
8. **Use the section “Self-assessment – how it works”.** It explains the steps involved in reviewing your application, from self-disclosure and personal contact through to approval[11].
9. **Data protection note:** The notice “Confidential dealer documents are only accessible after registration and approval” makes clear that confidential documents are only accessible after a positive review[12].



3. COMPLETE THE SELF-ASSESSMENT

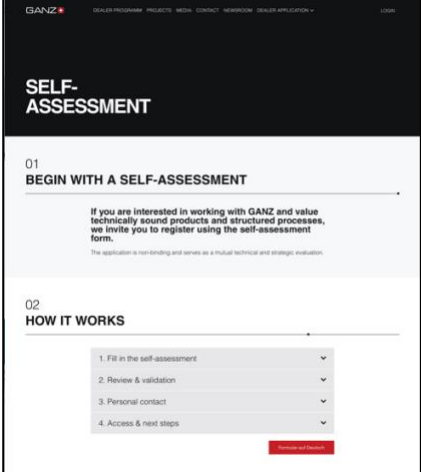
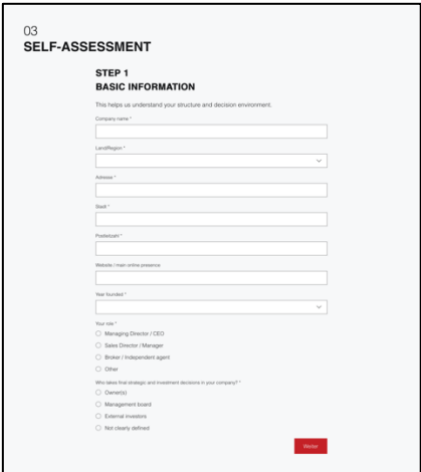
1. **Open “Self-Assessment” from the menu.** The page introduces the self-assessment process[13].
2. **Under “How it works”, read the four steps:** application via the form, review by management, personal contact and access to detailed information[14].



3. **Start the form (button: “Formular auf Deutsch”).**
4. **BASIC INFORMATION:** Enter the company name, address, country/region, year founded and your role within the company[15].
5. **Organisational structure:** Select who makes the strategic and financial decisions (owner, management, external investors, unclear)[16].
6. **Follow the multi-step form (“Weiter” button) to** provide further information about market region, sales experience and motivation.

4. UNDERSTAND THE WARRANTY AND SERVICE PHILOSOPHY

1. **In the menu under “Dealer Application”, select “Warranty & Service Philosophy”.**
2. **Read the section “The mindset behind every GANZ partnership”.** It makes clear that warranty and service are an integral part of product development and explains what quality means at GANZ[17].
3. **Study the role allocation:** the shipyard is responsible for design, quality and technical development, while partners take care of professional handover, local service and customer support[18].
4. **Note the service principles** such as prevention before repair, transparent problem resolution and long-term responsibility[19].

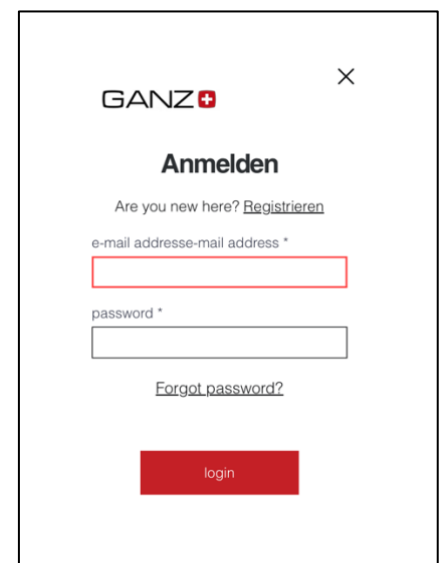
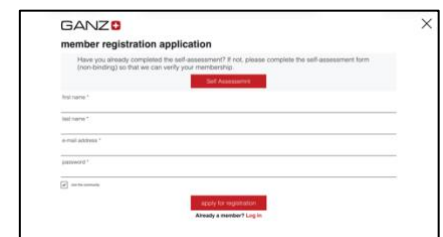



5. **Note on expected partner capabilities:** partners should be able to demonstrate professional service capacity, trained teams and clean processes[20].
6. **Review the document previews** (Warranty Terms and Conditions, Service Inspection Standards) – however, these can only be downloaded after registration and approval[4].



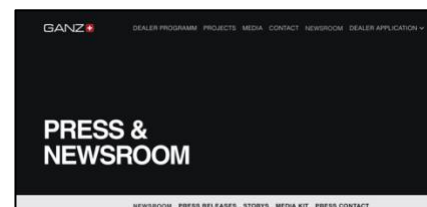
5. REGISTRATION AND ACCESS TO THE MEMBERS' AREA

1. **Registration:** Once you have completed the self-assessment process and received positive feedback, Ganz Boats will send you access details for the members' area. Without these, confidential files cannot be accessed[12].
2. **Sign in (sign-in button at the top right):** Enter the login details you have received. After successful sign-in, additional menu items and documents will be available to you.
3. **Member Dashboard:** Explore the available categories, such as marketing materials, technical documentation, contract templates and training materials. The exact structure is only visible after login.



Information materials

- **Newsroom:** Journalists and press agencies have their own newsroom navigation bar with information, current press releases and an archive, stories, a media database with corporate design manual, logos, boat overview and images, as well as contact details for press enquiries.
- **Media:** Under Media & Downloads, you can find an overview of the documents, images and marketing support provided for partners.
- **Pitch Deck:** Download the Pitch Deck (DE/EN) as a PDF from the homepage and gain an overview of the Ganz Boats dealer programme.
- **Contact information:** Add the contact details for Ganz Boats (address, telephone number, email) at the end so that dealers can get in touch directly if they have any questions^[21].



02 DOCUMENTS

Please find document overview. Download after registration and approval.

Dealer onboarding			
warranty terms and conditions			
Service inspection standards			
Sales argumentation guide			
7X Price List CHF (Schweiz)			
7X Price List EUR (Deutschland)			
Shading guide			
7X Price List interactive			
Business case dealer			
Brandbook extended			



GANZBOATS
SWISS BOUTIQUE
MARINE DESIGN



AS A DEALER, YOU REPRESENT A BRAND THAT STANDS FOR EXCLUSIVITY, ELEGANCE AND LONG-TERM VALUE.

WHY GANZBOATS
 Ganzboats is a Swiss boutique boat manufacturer combining timeless design, premium craftsmanship and advanced marine engineering.
 We build boats for customers who value authenticity, quality and individuality – not mass production.

OUR MODEL RANGE

	Ovation 6X – Modular premium entry model (outboard / electric / 2-seater)
	Ovation 7X Open – iconic bestseller, sporty & elegant
	Ovation 7X Cabin – Weekend premium cruiser
	Ovation 8X – Performance & luxury combined
	Ovation 9X – Coastal premium class
	Ovation 11X – Boutique yacht, flagship model

REQUIRED ACCESS / NEXT STEPS

To document the members' area comprehensively, you need a valid login. With these access details, I can explore the internal area and document additional steps – such as downloading marketing materials, locating contract documents or using technical documents. Without a login, only the public area is accessible; this guide therefore covers the publicly available information.

[1] [2] [3] HOME | ganzboutique

<https://www.ganzboutique.com/>

[4] [17] [18] [19] [20] WARRANTY & SERVICE PHILOSOPHY |

ganzboutique

<https://www.ganzboutique.com/warrenty>

[5] [6] [7] [8] [9] [10] [11] [12] [21] DEALER APPLICATION |

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<https://www.ganzboutique.com/dealerapplication>

[13] [14] [15] [16] SELF-ASSESSMENT | ganzboutique

<https://www.ganzboutique.com/selfassessment>