

Cover Story

Cranchi Yachts

The shipyard that never stops

Cranchi Yachts, a 156-year-old company that is reinventing itself whilst remaining true to its roots

Cranchi Yachts was founded in San Giovanni di Bellagio, on the shores of Lake Como, in 1870, and in 2026 it has chosen to rebrand itself with a new visual identity and positioning. But how does one manage a change of this magnitude without losing that “common thread” which inextricably links today’s company with its origins? Guido Cranchi, the fifth generation to run the family shipyard alongside his sisters Paola and Elena, answers our questions. “Cranchi has never been about preservation”, he emphasises. “Those who came before us did not preserve: they made choices”.

Let’s take a step back in time. Shall we summarise some of the key moments in the recent history of Cranchi Yachts?

“In the 1970s, my father saw switching to fibreglass as the only way to build better



GUIDO CRANCHI,
CEO OF CRANCHI YACHTS

boats, in a manner that was more controlled and repeatable. In the industry, it was a decision that went against the grain, and was nearly incomprehensible. He left Lake Como, found a marshy plot of land in Piantedo in Valtellina, and there he created a production model that turned this insight into reality: less individual craftsmanship, more quality guaranteed by the process. 2026 is a different time, but the same logic applies: we had a brand with an extraordinary history and a well-established international presence, yet our communications did not fully reflect this. ‘A journey that never ends’ is not just a slogan: it is the most honest description of what we have been doing for six generations. Every boat is a chapter in a journey that never ends – and has no intention of ever doing so”.



THE CRANCHI SHIPYARD IN ITS EARLY DAYS,
ON LAKE COMO. A FAMILY BUSINESS SINCE 1870



THE A64, THE NEW MODEL MAKING ITS DEBUT AT BOOT DÜSSELDORF 2027

With the A32 O/B and the A48 O/B, Cranchi Yachts is confidently entering the outboard segment. What does it mean for a shipyard with this amount of history to bring its own style to a segment it had barely touched upon until now? “It means that there is no end point. Not even for a single boat. We launched the A32 just last year, yet for us it’s not over yet: the outboard version reinterprets its spirit in a more direct and sporty way, following Christian Grande’s design language, the same relationship with space, and a more immediate feel when in

contact with the water. The A48 O/B explores new territory, once again with Grande: an evolution of the luxury tender towards a more comprehensive design, featuring a closed windscreen with a negative rake, a brand-new T-Top and a separate owner’s cabin below deck. Every model we build carries with it the potential to be re-examined, reinterpreted and developed further. Technology changes, the market changes, and the expectations of those who live on a boat change. Not the soul. That is still Cranchi”.

THE A64 MODEL

“Boot Düsseldorf is the boat show that appeals to the most discerning European customers, those who already know what they want and go there to see if we’ve understood that too”

► **The new A64 will be unveiled at Boot Düsseldorf in 2027. What does this model represent, and what is the vision for life on board that guided the design?**

“With the A64, we asked ourselves a question that seems obvious but isn’t: what is it really like to live on a twenty-metre yacht? What’s it like to live there, to spend a day together, to eat, to sleep, to wake up in the morning with the sea outside, and how can we ensure that these moments are meaningful for those who experience them? Everything else stemmed from that question. The central idea is that the boundary between inside and outside on a boat is often artificial, and that removing it revolutionises the way we experience that space. The lounge opens up completely with sliding doors and fold-down bulwarks; the same materials and finishes are used seamlessly both inside and out. There is no real transition: there is continuity. At the stern, the boat transforms: a platform unfolds, forming a chaise longue. Below deck, three cabins with en-suite bathrooms, marble, and large portholes in the hull bring in light and views of the horizon even into the innermost spaces. It’s a boat designed for those who want to spend time at sea, not just go there. Boot Düsseldorf is the perfect showcase: it’s the boat show that appeals to the most discerning European customers – those who already know what they want and go there to see if we’ve understood that too”.

Cranchi Yachts exports around 80% of its turnover. Never stopping seems to apply in space as well as in time. How did the shipyard change once it stopped focusing solely on the Italian market?

“It was one of the bravest decisions we’ve ever made, and it was my father who made it. In the 1980s, he realised that waiting for the markets

to come to us was a strategy whose days were numbered. So he gave up direct sales and built up a network of independent dealers: at the time, that meant sacrificing profit margins, which is never a decision a family business takes lightly. But over time, that network has become the backbone of our international presence. Today, 80% of our turnover comes from abroad, and each market has taught us something. Customers in Northern Europe think differently from those in the Mediterranean. Americans have a different concept of space and comfort from that of Australians. Being present in those markets – not just selling there – has forced us to become a better organisation. Technically and culturally. It’s a side effect of globalisation that isn’t talked about nearly enough”.

Six generations are a rare asset in the industry. But is it also a burden? How can continuity be maintained without it turning into conservatism?

“It’s a real source of tension; I won’t deny it.



THE NEW A48 O/B

THE NEW A32 O/B



Anyone who grows up in a family business soon learns that respect for those who came before you is a serious matter, but they also learn that such respect can become a cage if you do not handle it properly. We manage it through governance: there is a family council in which strategic decisions are made jointly by the fourth and fifth generations, with the sixth generation present and gradually becoming involved - not as passive heirs but as active observers. The aim is to convey values, not solutions. Choosing wood was right for 1870. Switching to fibreglass was the right move in the 1970s. The repositioning we are undertaking is right for 2026. Each of these decisions, at the time it was made, seemed risky. And yet, here we are. A business that has lasted for six generations is not one that never changes: it is one that knows when to change and why. And one that has the nerve to do it”.

Does the seventh generation already know that it will be building yachts?

“Yes. I haven’t told them yet, but they know”. ●