

# Rudat joins Silent-Yachts advisory board

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*Jochen Rudat is now a member of the Silent-Yachts advisory board, having spent a decade with Tesla including as Director of Central Europe.*



**Jochen Rudat is a new member of the Silent-Yachts advisory board**

Jochen Rudat, who spent a decade with Tesla in Europe, has become a member of the Silent-Yachts advisory board. Rudat joined Tesla in 2009 and from 2016-2019 was Director of Central Europe, reporting directly to Elon Musk. In May 2020, he founded Electric Ventures and Muchbetterelectric, having spent eight months as Chief Sales Officer of Pininfarina.

Michael Köhler, founder and CEO of Silent-Yachts, said: "We are very happy to welcome Jochen to the team. Next to the fact that Jochen shares the same passion and enthusiasm for the electric future as we do, the knowledge and experience he brings to the table will be valuable for Silent-Yachts to successfully master future plans and challenges."

Silent-Yachts builds solar-electric luxury catamarans and currently has 10 yachts under construction at shipyards in Thailand and Italy.



**Silent-Yachts is building the first units of its Silent 60 in Thailand**

Rudat said: "I see the same transition happening in the yachting industry as in the automotive industry. Since Silent-Yachts clearly is the leading pioneer of this change, I am eager to provide my support and advise on their further path. As the initiating catalyst for a more sustainable future in luxury yachting, we want to continue to drive innovation towards the right direction.

"I see a lot of parallels between Tesla and Silent-Yachts such as the latter's commitment of creating a solar-powered catamaran from scratch by starting off with a white canvas and a bold vision. With this in mind, I understand and agree why Silent-Yachts has been labelled by media as the 'Tesla of the Seas'."

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