



You might remember Hasan Goler, Operations Superintendent, striking gold as he came up with the idea for renaming the BU Med fleet. It was to be after the Turkish UNESCO world heritage sites as part of a comprehensive rebranding.

Gemak Group at the Gemak Shipyard has been carrying out the rebranding that will finish at the end of June. BU Med will then be able to proudly present a fully rebranded fleet in DFDS livery and with new, unique names.

Cemil Bayulgen will be the last of the 12 ferries to be rebranded. She will be named Galata Seaways (formerly Cemil Bayulgen). Other names combined with 'Seaways' include: Cappadocia (UND Atilim), Olympos (UND Birlik), Assos (Saffet Ulusoy), Artemis (UN Marmara), Aspendos (UN Pendik), Dardanelles (UN Trieste), Zeugma (UN Akdeniz), Sumela (UN Karadeniz), Myra (Cunet Solakoglu), Gallipolli (UND Ege) and Pergamon (UN Istanbul).

Lars Hoffmann, Vice President and Head of BU Mediterranean, says: “This shows how far we have come in making UN RoRo an integral and essential part of DFDS. I am very happy to present a fleet that customers and the public can associate with DFDS and with names that mean something to the local communities in the Mediterranean, as well as being well-known internationally.”

Kemal Bozkurt, VP of Operations in BU Med, says: “The rebranding of the UN RoRo fleet was one of the main pillars in the integration plan. The plan has a comprehensive scope involving major areas that need to be integrated and aligned such as in Finance, Procurement, Sales, Operations, Technical Organisation, HR, Digital, Marketing and IT.

“Even though it has been a challenge, everyone involved has embraced the purpose to learn from the DFDS way of doing business while respecting and adapting to the local culture. This has truly resulted in the creation of a unique DFDS company culture.

“Now we are almost at the final step of a process that will end the UN RoRo era with the last vessel in the Turkish fleet to be rebranded.”

*Most of the rebranded vessels from the BU Med fleet. Artemis, Pergamon, Olympos and Galata are missing.*

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