

## **MEDIA RELEASE**

For Immediate Release

### **Record Sales as Boating Enthusiasts Flock to Mandurah** *Club Marine Mandurah Boat Show 11<sup>th</sup>- 14<sup>th</sup> October*

From the 11<sup>th</sup>-14<sup>th</sup> October, boating enthusiasts and their families travelled from all over the country to the Mandurah Ocean Marina for the 2007 Club Marine Mandurah Boat Show. The Mandurah Offshore Fishing and Sailing Club along with event organisers, T2 Events, welcomed a record number of genuine boat buyers to the show to view over 600 boats on display (another show record) as well as a great range of electronics, fishing, diving and camping gear.

While the overall number of visitors didn't quite top the 2006 event, with 23,000 people coming through the gates, reports of record boat sales at the show from dealers is evidence that the Club Marine Mandurah Boat Show continues to be a growing success.

David Nardi, General Manager of Sunseeker Australia said, "Sunseeker Australia had a strong presence at the show this year which was reflected in record sales. We had \$18 million worth of sales over the four days. We sold four boats during the show including a Sunseeker 90 foot yacht and from the interest generated at the show we are confident that we will finalise a few more sales in the very near future. The show has been a huge success for us and is getting bigger every year".

The newly expanded jetty system accommodated for a record 160 boats on the water with luxury vessels valued at up to \$7 million. Sunseeker Australia, Bertram, Princess Yachts, Salthouse Marine, Riviera and Cruiser Yachts all set up impressive corporate displays, turning many heads and Fairline made an impression with their first ever corporate display at the show. Also attracting a lot of attention on the water was Challenge Marine's display of SeaRay, Boston Whaler and Kevlacat.

Stephen Wren, Business Development Manager for Challenge Marine said, "We had an outstanding show, with record sales for any Mandurah Boat Show – for our Boston Whaler range alone we sold 7 boats. Our sales staff will be working non-stop for the next three to four weeks following up on very strong leads with sea trials and demonstrations."

For the first time, the show opened on a Thursday, giving serious buyers the opportunity to come in early and spend more time with dealers. Paul Benjamin, Marketing Manager for Sunrunner Cruisers said, "The show was a huge success for us because our new dealer at Dolphin Quays Mandurah had a full compliment of boats on display with great interest in our new release 3100 sports fisher and our flagship 4800 Enclosed Sport Cruiser. Boats were sold and there are demands over the next 2 weeks for sea trials with prospective purchases."

While serious boat buyers were exploring over 45,000m<sup>2</sup> of displays, non stop entertainment for the whole family ran throughout the show at 5 different

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entertainment hubs. The Yamaha Main Stage drew a huge crowd with live music, fashion parades and a very popular Pirate show, keeping the kids entertained during lunch each day.

At the Mercury Aquatank, Hodgy the Bare Foot Fisherman showed off his new casting tricks, impressing the crowds with his perfect aim and handy casting tips.

Film Maker and Adventurer, Malcolm Douglas kept the camp fires burning in the Engel Coastal Camp, attracting huge crowds throughout the show with his camp oven cooking and stories from his latest adventures in the Kimberleys. Malcolm's range of DVDs and Crocodile products were also on sale for the first time in Mandurah.

The all new Club Marine Kitchen hosted cooking demonstrations with Martin Gillespie for the first time in Mandurah. The new format presentations proved to be a success and his local seafood recipes were thoroughly enjoyed by some very lucky patrons.

The Western Angler Fishing Clinic was the perfect place to head for some technical fishing advice and was popular with keen fisherman looking to pick up some valuable tips and information on the latest fishing trends.

Both the Mandurah Offshore Fishing and Sailing Club (owners of the show) and T2 Events are very happy with the outcome of the show. Show Director Peter Woods said, "The show really reflects the lifestyle our West Coast has to offer and it appears from the success of the show that more and more people are discovering boating and other activities associated with this fantastic outdoor lifestyle."

For information on the 2008 Club Marine Mandurah Boat Show, contact Anne Duncombe on (08)9386 9666 or [anne@t2events.com.au](mailto:anne@t2events.com.au)

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