

Stabi-Craft Marine Limited

Adventure With Confidence

Media Release

(For immediate release)

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Tasmania takes top dealer award

A New Zealand manufactured boat with a tough reputation is taking over Tasmanian waters - winning Lindsay Deegan Marine the prestigious Stabi-Craft Marine Dealer of the Year Award just two years after they launched the brand.

Owner Lindsay Deegan, who has been in the marine business for more than 30 years, said the Stabi-Craft boats were tailor-made for Tasmanian conditions.

"I was thrilled when we managed to secure the dealership rights," he said.

Lindsay Deegan took top prize at the Stabi-Craft Marine New Zealand conference from a network of 28 dealers that represent the boats throughout Australia, New Zealand and the USA.

"We find Stabi-Craft boats easy to sell – simply because of the safety factor," he said.

"Families like them and, in particular, women like them for their stability and just the peace of mind of knowing their husband and kids will be safe on the water."

With both the notorious Bass Strait and the Pacific Ocean on its doorstep Tasmania was the ideal location to put the positive buoyancy Stabi-Craft boats to the test, Mr Deegan said.

"We've got rough water all around and it gets very rugged out there. But the Stabi-Craft can handle any conditions.

"As soon as we take a client out to sea, they realise the difference."

He's so sold on Stabi-Craft Mr Deegan has two himself, and when it came to wedding transport, he looked no further than the boat ramp.

"We used a Stabi-Craft for my son Wesley's wedding – it transported the wedding party up the river," he said.

STABI-CRAFT MARINE Manufacturers and Exporters 345 Bluff Road PO Box 1616 Invercargill New Zealand
Telephone:+64 3 211 1828 Fax:+64 3 214 2428 Email:office@stabi-craft.co.nz

www.stabiacraft.com

Mr Deegan said Stabi-Craft boats were increasing in popularity in Australia, aided by the fact they already comply with the Australian Builders Plate safety standard, which will be introduced next year.

“Stabi-Craft are already ahead of the pack.”

While some manufacturers are struggling to comply, Stabi-Craft Marine’s complete complement of boats already exceeds the standard and has done since the first boat rolled out of its New Zealand factory in 1987.

Stabi-Craft Marine managing director Paul Adams said competition had been so close for the first time they’d also recognised three finalists who were awarded runners-up plaques. They were Hawke’s Bay Marine, Kev and Ian’s Marine, of Auckland, and Totally Boating, of Nelson.

“The positive feedback we get from customers is testament to the professional job our dealers do,” he said.

“With them doing such a great job on the showroom floor making our boats accessible to boaties everywhere, we can focus on cutting-edge design and manufacturing,” Mr Adams said.

All Stabi-Craft Marine aluminum alloy boats are built on-site to international standards at the company's New Zealand factory in Invercargill.

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For further information or .jpg pictures please contact:

Stabi-Craft Marine Ltd
Telephone 0064 3 211 1828
dawn@stabi-craft.co.nz

Lindsay Deegan Marine
Ulverstone
Tasmania
03 6425 2238
ldmarine@southcom.com.au