

Welcome to the April Edition of Sealine News.

Sealine International Welcomes New MD, Stephen Coultate

Sealine International is pleased to officially welcome our new managing director, Stephen Coultate, who succeeds Richard C. Stone, the recently named president of our U.S affiliate company, Sea Ray Boats.

Serving previously as manufacturing director for Land Rover, Solihull, Stephen is a veteran of the automotive sector, well versed in the manufacturing industry and eager to apply his knowledge to motor boating.

It is a very exciting time for us at Sealine; ushering in a fresh pool of experience to apply to our day-to-day operations to ensure that we further our pre-eminent position in the marine industry, along with our reputation for superior quality, innovative features, and distinctive styling.

"We are extremely pleased to welcome an executive of Stephen's caliber to Sealine," expands Vicky Reich,

President of the Brunswick European Group, of which Sealine is a part of. "His proven track record of operational efficiency and dedication to customer satisfaction will help solidify and extend Sealine's leadership internationally."

Starting out his career as an apprentice in the Royal Ordnance Factories (ROF) Group, Stephen was based in the Leeds factory – home of the Challenger main battle tank, where he served in a number of manufacturing and engineering management positions. From there he moved to Jaguar, where he remained for 15 years, holding various positions of increasing responsibility. Subsequently, Stephen has been credited with spearheading many successful initiatives towards the achievement of operational excellence during his time at Land Rover.

While making the transition from the prestige automotive industry into luxury boatbuilding does

have its share of commonalities, it will be a challenge, and one that Stephen welcomes wholeheartedly.

"I am very excited to join the Sealine team," said Coultate. "The company enjoys an enviable reputation worldwide and I look forward to contributing to its continued success."

On a personal note, Coultate is an avid supporter of the Manchester City Football Club, and runs regularly for fitness; however he balances his enthusiasm for athletics with an interest in cooking and gardening. His educational background includes a bachelor's degree in mechanical engineering from Bristol University, UK, and an MBA from Warwick University, UK.

We all sincerely look forward to the opportunity to work with Stephen in the weeks and months ahead, and hope you join in our enthusiasm in welcoming our newest member of staff!

SEALINE DEALER OPENINGS & NEW LOCATIONS



Sealine's newest dealer on the Solent is now open for business – and just in time for the 2006 boating season.

Taking occupancy of the previous Sealine Sales UK location in Hamble, Southampton, Solent Motor Yachts will be headed up by Geraint Skuse and Jon Ford, (both previously of Sealine Sales UK).

Operating as an authorized sub-dealer within Peters PLC, Solent Motor Yacht's will be providing vital sales support and local service for customers spanning from Leon to Leamington, on the Solent.

Offering a selection of new and pre-owned models, new boats will be

arriving at Solent Motor Yachts next week, including an S25, two SC29's, and an F37 to follow.

Solent Motor Yachts will also be hosting its first Open Weekend, running from the 20th – 21st May 2006, during which they will be introducing a special "one year care package" as a promotional offer on the first three boats sold. This will include all servicing and options for a 3-month berth.

Jon Ford comments; "It is an enormously exciting time for us being at the forefront of Solent Motor Yachts development. We are confident that by drawing on the 20 years worth of experience at this site, along with the first-hand knowledge offered by myself and Geraint, the operation will prove an invaluable addition to our local customers, and to the Sealine dealer network."



Formerly the Sealine Sales office, Peters will be selling a range of new Sealine models, and offering customers complete after sales service from Brixham.

Torbay is an increasingly sought after location for all forms of watersports and marina activity, with the benefit of only a short trip round the coast to beautiful spots such as Dartmouth and Salcombe.

Easter Opening For Peters PLC Brixham

Easter weekend marked the official opening of Peters PLC new boat sales office at Brixham Marina, which will serve the whole of the West Country.

It is another positive step forward for Peters PLC and Sealine International Ltd, and great news for existing Sealine owners in the area who will also benefit from this continuity of customer care.



BOATING TIPS

FROM OUR
SEASCHOOL CAPTAIN

HORN SIGNALS:

Though often misused by friends signaling jovially to each other across the water, the horn is an essential navigational tool that is not to be used indiscriminately.

During periods of reduced visibility or whenever a boat operator needs to signal his or her intentions or position, a horn or sound-producing device is essential.

There are different meanings attached to different sounds depending on the size/ type of vessel concerned. The sounding of a horn and its meaning is identifiable three ways: the length of blast, the number of blasts in a sequence, and the duration between each sound.

Short blast = 1 sec **Long blast = 3 – 5 sec**

Some sound signals that you should be familiar with are:

- 2 short blasts signals you are turning to port
- 3 short blasts signals engines are going astern
- 4 short blasts signals a pilot vessel is on duty
- 5 short blasts signals danger, or to signal to another boater that you do not understand their intentions.

Restricted Visibility – Night

- One prolonged blast at intervals of not more than two minutes is the signal used by large vessels to indicate when underway (engines propelling through the water).

Restricted Visibility – Fog

- One prolonged blast at intervals of not more than two minutes for powerboats underway

“Lame Ducks” – the group of affectionately-termed ‘hampered’ vessels includes sailing boats (with engines not running ie. drifting/ making way), towing boats, vessels restricted in their ability to maneuver/ constrained by their draft, or vessels not under command (ie. lost steering)

- One prolonged plus two short blasts at intervals of not more than two minutes
- Equipping your boat with horns and using them correctly is of vital importance to communicate effectively with fellow vessels and avert possible dangers.

Palma Boat Show Set to Shine



The weather isn't the only forecast looking good for the upcoming Palma boat show; expectations for sales and attendance figures predict this year's show will be the biggest ever!

The 21st International On-Water show is being held this weekend in Moll Vell, from the 29th April to 7th May. Attended by all the major boat manufacturers, Sealine will be represented by Peters PLC, in what will be our largest Palma presence to date.

Exhibiting the T52, F42/5, S48, S38, and SC29, our Sealine display will give visitors the opportunity to experience a model from each of our T, F, & S series; in the idyllic setting of the Moll Vell port in Mallorca.

Moll Vell has recently undergone extensive redevelopment to enhance the infrastructure and services available for the exhibition and port in general. As a result, the Palma boat show is a hugely popular event for boating enthusiasts, attracting large crowds both from Spain and overseas.

The increased international attendance specifically has elevated the Palma show to one of the most significant in the Mediterranean, and it seems the continued growth will ensure it a must-see on the boat show calendar.

Sealine Owner's Out and About!



Proud owners of a Sealine T51: thank you to Mike Rothery and his wife for taking the time to submit pictures of their recent boat trip abroad.

Mike writes: “We've just returned from a 2-week trip from Hamble to Holland and back. The boat didn't have a single equipment failure despite the conditions that the weather threw at us. Here are a couple of photos to showcase the type of places we visited.”

WHERE TO FIND SEALINE ...

23rd April - 5th May: **“SEAS”** Nice, France. For info contact Sealine Sales France at ssf@guerin-marine.com

13th May - 14th May: **“Lowestoft Boat Show”** Suffolk, UK. For info contact Burton Waters Marina at sales@burton-waters.com

18th May - 21st May: **“Sanctuary Cove International Boat Show”** Australia. For info contact 5 Star Motor Cruisers at peter.redford@5starmotorcruisers.com.au