

Welcome to the February Edition of Sealine News.

Herzog Marinecentre AG Celebrate 150 Years as Family Business

In 1856, exactly 150 years ago, Siegfried Herzog started a business building and renting boats in Lucerne, Switzerland. Little did he know it would become a family tradition that would carry on for 6 generations!

Over the years, the company has seen many historical events and transformations. From the first railway link to Lucerne opening in 1864, to the discovery of milk chocolate in 1875, not to mention surviving two world wars; it is fair to say Herzog Marine Centre has stood the test of time.



It is has also seen its fair share of royalty. In 1894 Rudolf Herzog took over the company from his father and delivered boats to the duke Friedrich Franz III from Mecklenburg-Schwerin, and even the King of Thailand rented boats from Herzog Marine Centre during his holidays in Lucerne.

During the highly tumultuous time of World War I, Maria Herzog lead the company successfully managing operations until Rudolf Herzog with his wife Elisabeth took over just before World War II. Not only surviving this decade of mass upheaval, in 1956 they built a new factory in Alpnachstad, which is an impressive 10,800 square metres, and operates as head office.

In 1972 Leander Herzog took over and it is under his direction that the business has grown to become one of the biggest boat dealers in Switzerland.

Pictured (below): Family and staff members of Herzog Marinecentre AG aboard Sealine SC39. Pictured (left): Royal customer; duke Friedrich Franz III of Mecklenburg-Schwerin



Based in the mountainous heart of Switzerland, Herzog Marine Centre has expanded to include its original location in Lucerne, along with Gersau, and Alpnachstad which are all very popular tourist and boating areas.

When he took over, Leander made the pivotal decision to stop building boats, and now deals with some of the best international brands, including Sealine. Today Ivo and Leander Herzog jointly run the business, and are each 6th generation family members to do so.

Herzog Marine Centre provides all the necessary services relating to boating including offering a 400-berth marina, fuel station, sea school, charter business, and winterizing services. The company has also joined partnerships with several businesses based on different lakes in Switzerland and has a full time staff of 15 people (as pictured).

Looking ahead to further development and a prosperous future, Leander & Ivo have now pinned their hopes on generation 7 to take up the reigns when the time comes and continue the prosperous family tradition!



Top to Bottom: Herzog Marinecentre AG evolves in pictures from the site in 1920 to 1970, to its current locations with 400-berth marina in Alpnachstad



WHERE TO FIND SEALINE ...

1st - 5th March: **"Budapest Boat Show"** Hungary. For info contact: csaba.stavinovszky@technotrade.hu

2nd - 5th March: **"Boot Tulln"** Austria. For info contact baotic@t-online.de

3rd - 12th March: **"Stockholm International Boat Show"** Sweden. For info contact patrik@saltsjon-yachts.se

11th - 19th March: **"NauticSud"** Napoli, Italy. For info contact solcio@solcio.it

14th - 18th March: **"Dubai International Boat Show"** UAE. For info contact isora@eim.ae

17th - 26th March: **"Norwegian International Boat Show"** Norway. For info contact brianf@formo.no

29th March - 2nd April: **"Madrid Boat Show"** Spain. For info contact Peters Spain, Marina Port Ginesta, or Spain Motoryachts



BOATING TIPS

FROM OUR SEASCHOOL CAPTAIN

DAILY CHECKS:

Before embarking on any journey, short or long, remember these important checks – particularly when setting off at night!

- Always check your engines to see that they are running properly
- Enter fluid levels and any rectified faults into the 'Deck Log'
- Always keep a selection of spares and tools on the boat
- Turn on and check all your navigation equipment and anchor lights
- Check all safety equipment, e.g. lifejackets, flares, life-raft
- Make a VHF radio check to your marina to ensure the connection is working

Unlike our fellow sail boaters who enjoy the delights of gliding along at 6 knots relying on the power of the wind, motor boaters have one or two giant masses of engineering supremacy drumming away in our bilges to keep us underway.

As the only means of propulsion available to us, we have a duty to understand how they work, and more importantly, to understand how to keep them working properly.

Regular servicing is of course, essential. However, that alone cannot prevent the occasional glitch. With regular monitoring however, you can make sure to notice the first signs of something going awry and ensure that it is dealt with straight away.

Daily engine checks should include: checking the oil level of the engine and gearbox, the raw water filters are clear of debris, the engines have enough coolant in the freshwater system, and finally, the belts all at the correct tension.

Look after your engines and they will repay you with mile after mile of trouble free boating!

B A Peter's Open Weekend in Chichester



In their first open weekend as a Sealine dealer, B A Peter's displayed 14 new boats from our range.

Fortunate enough to have agreeable weather, the Chichester marina provided the perfect surroundings for customers to view the boats, accompanied with light refreshments served throughout the day.

Officially appointed as Sealine's newest dealer in December

2005, B A Peter's was formed in 1973 and employs over 250 staff in the UK and overseas. Its headquarters are set in the beautiful conservation area of Chichester Marina, with offices in Gosport, (UK) and Mallorca, (Spain) representing the Sealine brand.

Over the years Peter's have received many awards and recognition for their accomplishments in the marine industry, and we look forward to their continued success in the future as part of our Sealine dealer network.

BOAT SHOWS: AT A GLANCE

BIRMINGHAM BOAT, CARAVAN & OUTDOOR

SHOW: 18-26th February, NEC

Representing Sealine, 3 UK dealers are attending this year's NEC show: Peter's, Burton Water's, and RYB. Displaying four popular models from our range, this includes the sporty S25 & S34, flybridge F37, and newly launched SC39.



RECORD ATTENDANCE AT HELSINKI BOAT SHOW



Helsinki International Boat Show became the largest-ever indoor fair in Finland after a recorded 85,000 visitors attended this year's show, from the 10 – 19th February.

Exhibitors; including motor boats, sail boats, wooden boats, engines, boat-fishing-and diving equipment, canoes, and water sports, all reported record sales at the show.

Helsingin Bella-Marina Oy, our dealer for Finland, displayed a total of 3 Sealine models at the event; the F34, S38, and SC39.

"Visitors were very interested in the Sealine range, with many offers and positive leads to follow up on. We are very pleased with the end result of the show; it has been a good week!" comments Jukka Hulka of Helsingin Bella-Marina Oy.