

Welcome to the January Edition of Sealine News.

## Sealine Wins Best in Class for S29 at Düsseldorf 2006



What a start for Sealine at Düsseldorf International Boat Show! Winners of the 2006 European Yacht of the Year were announced on opening day, included amongst which was our very own S29.

Sealine International picked up the award

for our innovative sports cruiser at an awards ceremony held on Saturday 21st January 2006.

Voted "European Powerboat of the Year under 30ft", the prestigious award was handed over by a panel of senior journalists who represent ten of the top European specialist yachting magazines including Boote (Germany), Motor Boat & Yachting (UK), Barche a Motor (Italy), Waterkampioen (Holland), and Yate (Spain).

Nominations received over the course of the year were short-listed to 25 contenders before the final round of judging took place in November. The criteria for evaluation fell into 5 categories: design, performance, comfort, price, and workmanship.

Excelling in each category, our S29 triumphed over its competition and won over the judge's approval for best boat in its class. Jason Hudson, Sales Director for Sealine

International, commented; "We are delighted to have won this prestigious award. It is a great endorsement for our innovative S29 sports cruiser which has been extremely well received throughout Europe since its launch last January."

With such a formidable start to the 37th annual Düsseldorf boat show, we are pleased to say the show also concluded on a high.

Official statistics show traffic was up 5% overall from the previous year, with a total of 296,000 visitors attending the massive 17 hall exhibition centre.

1659 exhibitors representing over 50 countries solidified Düsseldorf as the largest international boat show, and the Sealine stand was particularly well received displaying a total of 10 boats from our model range.

Congratulations to everyone for a great show, and we'll look forward to seeing you all there again next year!

## Sealine Online Shop is now officially LIVE!

Despite encountering delays in the expected pre-Christmas launch, Sealine is excited to announce that our much anticipated shop is now live online!

Introducing a brand new collection of corporate clothing, accessories, and posters, all merchandise is available to purchase online (initially for UK customers only), and also direct from any of our UK & international dealers.

From winter and summer jackets, to polo shirts, caps, t-shirts, and fender socks, the Sealine collection has been designed to reflect the innovative styling of our boats, delivering the highest quality merchandise with practical benefits for customers.

From the main menu on our homepage, in one click you can browse through our selection of merchandise quickly and easily; each item featured with a colour photograph, description, and purchase price including VAT.

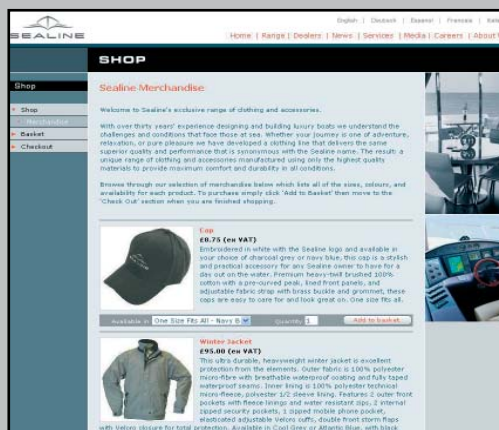
Each step of the process is clear and simple, using the safe and secure SECPAY system. Detailed instructions explain the purchase procedure including shipping costs which are calculated per order, and delivery times.

Anticipating strong customer demand, the Sealine collection is expected to expand quickly over the months to come, with immediate plans to introduce fleece jackets, document bags, and a DVD into the online range.

### \*COMPETITION\*

Email us at [shop@sealine.com](mailto:shop@sealine.com) with any item you think would be a good introduction to our shop and you could win yourself a Sealine cap, available in blue or grey.

Entries will be accepted by email only, and the draw will take place on 1st March 2006, with the winner to be announced shortly thereafter.



## Sealine Hero After Rescue in Norway



Making front page news in a local Norwegian paper, Brian Formo of Formo Marin AS, has become a life saver and hero in his town.

Witnessing a serious boating accident from his home on the river Skien, two people were thrown into the ice cold water, and Brian wasted no time responding to the emergency.

With his S29 moored nearby, Brian arrived in time to pull 15 year old Ruth Greenfield of Sheffield, England, out of the freezing water. She was visiting her sister in Norway for the holidays.

A 30 year old man who also went into the water during the accident was unfortunately not recovered.



**DOCUMENTATION:**

- Always carry all relevant documentation onboard; both for the boat and yourself
- If your boat is registered on the small ships registry, always display the registration number in a prominent position on your vessel
- Register your vessel online with the coast-guard at [www.mcga.gov.uk](http://www.mcga.gov.uk) and fill in a CG66
- When leaving EU waters, you are required to post page 1 of the HM Customs form (C1331) in the HM Customs post-box at your marina, and then post page 2 on your return
- When arriving back from a non-EU country you must fly your yellow 'Q' flag and telephone HM Customs when you dock to gain clearance (0845 723 1110). You must not leave your vessel (unless it is to telephone HM Customs) or take anything off your vessel until HM Customs has cleared you to do so
- Take the time to check the local regulations for the area you intend to cruise in, as they may have additional requirements, such as a holding tank

The documentation and procedures for going on longer cruises, especially when travelling outside EU waters may seem tiresome and bureaucratic, but if you ensure you have the correct paperwork with you at all times and comply with HM Customs regulations this side of your cruising need not be too painful.

The sort of paperwork required is documentation showing ownership, VAT status, insurance, and certificates of competence: and these must all be originals.

If you are intending to use inland waterways such as the French or Dutch canals, then you will need to have a CEVNI endorsement on your ICC (International Certificate of Competence).

**\*Breaking News:** *Important changes to Ships' Radio Licensing will soon be announced in the boating press whereby you will not have to pay for your ships' radio licence. Effective 1st October 2006, it will be issued for the life of the vessel.*

## Strong Start for Sealine in 2006 Following Successful London Show

Close of business at the 2006 London Boat Show was signaled by the sound of jubilant horns echoing from every corner of the exhibition centre, and we are pleased to report it was another positive finish for Sealine.

The combined total of boats sold for the Southampton 2005 Boat show and London 2006 exactly matched those sales achieved between the two shows last year, demonstrating the marine industry is still a very buoyant market in the UK.

"Despite a shorter show, lower visitor numbers, and issues with public transport that overshadowed several days of the event, we had a strong show. Admittedly, it did not match last year's total sales, but this was balanced out with a record Southampton Boat Show which far exceeded our expectations.

We also managed to set a new boat show sales record on the final Saturday by selling an impressive 13 boats in one day! That will certainly pose a challenge to beat in years to come.

Displaying our full model range for 2006, including the new T50 and award winning T60, visitors were also introduced to our new Sealine booking system as first for London. The system was a great success, both online for advance bookings and on stand for daily bookings, and will continue to employ this system for shows to come.



Overall we believe there has been shift from London towards the Southampton Boat Show as the focus for boat buyers. Jason Hudson, Sealine Sales Director, comments; "Our experience in recent years is that Southampton is becoming the key show for buyers. I am very happy that the two major UK shows we attend have produced good results and that we start 2006 with optimism. Our sales both here in the UK and internationally are holding up very well, and we look forward to attending other key international shows during the year."

Visit [www.sealine.com](http://www.sealine.com) for our full listing of International Boat Shows.



### WHERE TO FIND SEALINE...

**11<sup>th</sup> - 12<sup>th</sup> Feb: "Peter's Power Boat Weekend"**  
Chichester, UK. For info visit [www.petersplc.com](http://www.petersplc.com)

**10<sup>th</sup> - 19<sup>th</sup> Feb: "Helsinki International Boat Show"**  
Helsinki, Finland. For info visit [www.flippermarket.com](http://www.flippermarket.com)

**18<sup>th</sup> - 26<sup>th</sup> Feb: "Birmingham Boat Show"**  
Birmingham, UK. For info contact [sealine@sealine.com](mailto:sealine@sealine.com)

**22<sup>nd</sup> - 26<sup>th</sup> Feb: "Zagreb Sport & Boat Show"** Zagreb, Croatia. For info contact [baotic@t-online.de](mailto:baotic@t-online.de)