

Welcome to the June edition of Sealine news.

Success of S29/SC29 proves new product development pays off



Heralded as representing the 'next generation in performance and luxury', the S29 & SC29 incorporate the very latest in boating technology. With an aggressive racing hull designed by offshore powerboat champion, Ocke Mannerfelt Sealine's boldest and most significant sports boats to date deliver performance in the region of 40-knots.

Since their launch earlier this year at the London Boat show, the S29 & SC29 have been rolling off the assembly line as quickly as Sealine can make them. A testament to the winning collaboration with Ocke, and also to Managing Director, Patrik von Sydow's ambitious approach to the future.

"As a company, you can never afford to stand still; you have to invest in product development continually. At Kidderminster, we have inaugurated our new pro-development workshops and pro-development centre inclusive of a state-of-the-art new design studio, which is a major focus for us. The response we've had to the new S29/SC29 across the board has been great, and this serves to strengthen our new product investment initiatives even more."

While positive feedback seems to be unanimous, sales are evenly split between the S29 & SC29 so the favourite is yet to be determined. Both models will be displayed at all the international boat shows of 2005.

Record show for Palma International 2005



Taking place from 30th April to 8th May 2005 at the Moll Vell in the Port of Palma, the 22nd annual Palma International boat show proved bigger and better than ever, playing host to a record 44,000 people over the course of the event.

Adding an additional 20% to the exhibition area from previous years, with 168 mooring lines made possible by a new pontoon, it was the largest floating exhibition in the Mediterranean.

Accommodating more than 40 boats ranging from 12–20 metres in length, the quality of the exhibition site was noticeably improved as well, with the final figures implying very positive feedback for Palma boat show organisers and the industry in general.

Sealine International Ltd was amongst those exhibiting, with five models on display from our range, including the S29, S38, S42, F37, and T47. Reporting good sales and prospects generated from the event, Sealine International Ltd was pleased to be a part of it all, and will no doubt continue our involvement next year.

WIN A WEEKEND LUXURY CRUISE FOR TWO



From now until February, every person who registers their boat on www.sealine.com will automatically be entered into a draw to win a

weekend of luxury cruising for two onboard the Sealine F42/5 'Omega'. The draw will take place after the London Boat Show, and the trip will include onboard accommodation, skipper, and travel costs. To enter, go to www.sealine.com and click on the link 'Register your boat'. A form entry will appear where you simply fill in your details and send! A draw will be held at the end of July and the winner will be notified by email. If you have already registered your details with us, you will be automatically entered into the draw.

The end of an era: Gerard Wainwright steps down

One of the most influential people in Sealine history, Gerard Wainwright, who acted as non-executive Chairman since 2004, has now officially relinquished his role at Sealine International Ltd.

Having bought the company from its original founders in 1998, Wainwright remained at the helm for six years, retiring from his position as CEO last July.

Under his direction, Sealine International Ltd grew considerably as a company in all aspects of the business. Most notably, in 2001 Wainwright sold the company to Brunswick Corporation, a move which made Sealine part of the world's largest marine company and successfully put the company on the map for international boat manufacturers.

Wainwright's focus on worldwide expansion had been central to his vision for Sealine's future, and one which he worked tirelessly to fulfil.

Within the first year of his taking over, Wainwright established Sealine Sales Deutschland, followed by Sealine Sales Balearics in 2001, and then set



up further offices in France and mainland Spain. His ambitious ideas sparked a new momentum within the company, the result of which may be seen in Sealine's current network of over 40 dealers located around the world.

Improving customer value was another key focus for Wainwright, and to this end he successfully pushed the establishment of the first Sealine Sea School in 2001 in Southampton, and then another in the Balearics within the same year.

Secondary to none however, was Wainwright's influence on Sealine's design thinking which stemmed from his background in engineering. For a company already widely renowned for its pioneering, space-optimising designs, Wainwright

built on these talents to propel a surge of new innovations.

All introduced under Wainwright's direction; Sealine's solar Protection System (SPS), Watersports Platform, Docking System, and Extending Cockpit System (ECS), added enormous functional and aesthetic benefits to the Sealine product.

In addition, such developments as the Sealine information & business systems interface, and Seaplex – the CanBus electrical looting system, both came to fruition under Wainwright's forward-thinking influence.

After helping to set in motion many of Sealine's key innovations over the past six years, the Gerard Wainwright era now officially gives way to Managing Director, Patrik von Sydow, who is equally intent on carrying on the tradition for innovation and excellence in boatbuilding.

We would like to sincerely thank Gerard for all of his valued contributions to Sealine International Ltd., and focusing on the future, we look forward to continuing our success as a company in the years to come.

WHERE TO FIND SEALINE THIS MONTH...

11 & 12 June - **Open Weekend Burton Waters Marina, UK:** For info contact sales@burton-waters.co.uk

23 - 26 June - **Mersey River Festival, UK:** For info contact shepherdsriverpool@orange.net

24 & 25 June - **Convoy Cruise at Prosser Marine, UK:** For info contact sales@prosser-marine.com

30 - 3 July - **Melbourne Boat show, Victoria, Australia:** For info contact sales@marinegroupsales.com.au