

Welcome to the September Edition of Sealine News.

Sealine Launches T-Series Advance Booking System for Southampton Boat Show, now live online www.sealine.com



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In preparation for the Southampton International Boat Show, Sealine is introducing a new online booking system which will enable customers to pre-book their appointment to view the T-Series, including the brand new T50.

With its official launch taking place on the 16th September during preview day, the T50 is expected to draw many visitors who wish to be amongst the first to see the latest addition to our T-Series luxury motor yacht range.

Using the online appointment facility, customers can avoid the queues by choosing a convenient date and time in advance, and then simply presenting a confirmation slip to reception on arrival.

Each 20 minute time slot generates an automatic booking reference number, which grants access for a party of up to six people (maximum per booking) to view all three boats in the T-series including the T52 and Sealine flagship, the T60.

Managing Director, Patrik von Sydow explains; "Acknowledging how busy the boat shows are and the amount of queuing involved, we decided to offer a solution for those people who prefer to plan their schedule in advance, saving valuable time on the day."

"To make the booking system as flexible and user-friendly as possible, appointments can be made online at any point prior to the start of the show on the 16th and also during the show up until its conclusion on the 25th, although is not available for bookings on preview day."

"Being a first for Sealine, we hope that adopting this approach will encourage more people to plan their schedules in advance to ensure they get the most out of their visit"

To book your appointment to view the T-Series at Southampton Boat Show 2005, visit www.sealine.com and click on the link available from the homepage marked "T-Series Advance Bookings".

Success of Sealine S-Club Meeting Promises to be the First of Many

On the island of Sardinia, amidst the crystal clear waters of 'La Maddalena' marina, 32 Sealine boats ranging in size from the S28 to the T60 gathered together for what would be the first S-Club meeting.

Jointly organized by Solcio Mare and Cantieri Solcio, the event took place from the 11th to the 15th August, drawing Sealine owners from all over Italy to participate.

Comprising four days of boating in one of the most picturesque locations in Italy, the meeting involved plenty of pictures (courtesy of a Motonautica photographer who attended), island hopping (and shopping for many guests) plus a combination of fine food, cocktails, barbecues, dancing, and even sports tournaments; all of which offered something for everyone to enjoy.

To kick off the event, Mr. Bezzi presented each member with Sealine boat towels, polo shirts, and caps, and Mr. Frosio revealed information on the new T50, with the assistance of Sealine's International Sales Manager, Douglas Culverwell who was also present.

As the event drew to a close, it was pronounced a great success by all who attended, and will no doubt become the first of many S-Club meetings to come in future.



'BULARGO' represents Bulgaria as Sealine's Newest Dealer



Recently appointed as the official dealer for Sealine in the Republic of Bulgaria, "BULARGO" AD is part of the larger holding group 'Bulagro'. Founder and manager Hristofor Georgiev Bunardzhiev runs one of the most successful and enterprising businesses in the country and has equally ambitious plans for BULARGO.

With a network of ten offices across Bulgaria, six sales directors, and a team of specialists ranging from agronomists, economists, engineers, lawyers, and salesmen, Bulagro has over 16 years of experience introducing new brands to the Bulgarian market in a wide range of industries.

Sealine is the newest addition to Bulagro's portfolio, and represents a completely new market for the company. Analyzing trends in the development of tourism in Bulgaria and the need for boats and yachts, the company decided to expand its activity into this fast growing sector, and subsequently launched BULARGO AD.

Inspired by a Bulgarian legend about a ship named 'Argo', the BULARGO head office is situated in one of the most popular and beautiful ports in Bulgaria, in the resort of Slanchev brjag (Sunny beach), where they

are able to maximize tourist exposure to Sealine boats and yachts.

Fluent in the task of promoting a new product to the market, BULARGO have wasted no time in raising public awareness of the Sealine brand.

Announcing its official opening following a complete refurbishment of the new head office, BULARGO subsequently launched a high-profile billboard advertising campaign that was shown across the nation, along with a new website www.bulargo.com that is now live online.

The company also sponsored an International Youth Regatta held in August which involved 42 participants from all over the Black Sea area and Greece. The 3-day event signaled BULARGO's first sponsorship involvement in the area, but demonstrated the company's commitment to developing interest in water sports for the next generation.

Signaling a very positive start to business in Bulgaria, we are pleased to welcome BULARGO as our newest Sealine dealer, and look forward to future developments in this area.

For further information, BULARGO is in the dealer section of www.sealine.com, or alternatively visit www.bulargo.com,



Pictured above: Bulargo's head office

Below: Youth Regatta seen sporting Sealine T-shirts outside Bulargo head office, and on the beach at the event



WHERE TO FIND SEALINE THIS MONTH...

- 01 - 04 Sept - **Norwegian Int'l Boat Show, Sandvika Norway:** For info contact brianf@formo.no
- 07 - 11 Sept - **Oslo Floating Boat Show, Norway:** For info contact brianf@formo.no
- 14 - 19 Sept - **Festival Int'l de la Plaisance, Cannes, France:** For info contact sealinefrance@wanadoo.fr
- 16 - 25 Sept - **Southampton Int'l Boat Show, Hampshire, UK:** For info contact sealine@sealine.com
- 23 - 25 Sept - **Marina Baie des Anges Open Day, France:** For info contact sealinefrance@wanadoo.fr
- 29 Sept - 02 October - **Moscow Boat Show, Russia:** For info contact sealine@tcf.at