

INSTINCT[®]

SEALINE

**THE LONDON BOAT SHOW 2008
THE NEW SC35 & 35 SPORT
SEALINE SOUTH COAST**



ISSUE
04

"... the uMusic® system not only stores hundreds of hours of music and learns your preferences, but actually tailors future playback of your tastes. Your music collection just got better."

– Square Meal about the LIFESTYLE® 48

A yacht completes a lifestyle. A BOSE® LIFESTYLE® system completes a yacht.



The new BOSE® LIFESTYLE® 48 DVD home entertainment system. Our ultra-compact ACOUSTIMASS® module is 30% smaller than before, making it even easier to hide away.

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Customised sound to your room lay out, speaker placement and listening positions.

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It learns what kind of music you prefer.

It plays the music according to your mood.

BOSE® link

Expand your LIFESTYLE® system to other rooms and enjoy Bose performance throughout your home.

Including:



ADAPTiQ®
Audio Calibration System



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BOSE® link
Music Throughout Your Home

Hear the difference Bose technology makes. Ask for a demonstration at the authorised Bose dealer.

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VOLVO PENTA

INSTINCTIVE INNOVATION.



A Sealine T60 saloon fitted with a Bang & Olufsen BeoVision 7, 32-inch LCD-screen television supported by 'cube' BeoLab 3 surround sound loudspeakers

Bang & Olufsen and Sealine offer personal touch

Bang & Olufsen of Bexleyheath and Sealine International have struck up a partnership allowing yacht owners to specify their vessel with high-end, integrated audiovisual systems.

Paul Blake, Dealer Principal at the store in Bexleyheath's Broadway, cemented the relationship by joining Sealine at the 2007 Southampton Boat Show where various onboard entertainment options were demonstrated before a captivated audience.

And what struck Paul at the event was that Sealine, like Bang & Olufsen of Bexleyheath, actively encourages customers to really experience and interact with the products.

He said: "While some high-end outlets put their products on a pedestal to be admired at arm's length, I believe the best way to appreciate our music systems and televisions is to get up close and personal. After all, they're here to be enjoyed.

"In Southampton, Show visitors were encouraged to step foot on board Sealine yachts in order to appreciate the build quality and craftsmanship, whereas other manufacturers kept vessels behind barriers to be viewed only from a distance or by appointment only."

Bang & Olufsen stands out from the audiovisual crowd due to its ability to seamlessly interconnect products from cabin to cabin, and across all deck spaces, into one fully integrated onboard entertainment system.

What's more, all the yacht's onboard systems – including IT, satellite and entertainment sources – can be operated from just a single Bang & Olufsen remote control, affording complete freedom for owners to entertain guests and relax.

Sealine's Nick Powell, added: "There is a genuine synergy between the two companies – they both

offer market-leading products, expert knowledge and impeccable service. Our customers have welcomed the opportunity to further personalise their Sealine yacht with the very latest Bang & Olufsen entertainment packages."

Bang & Olufsen of Bexleyheath will accompany Sealine again at the London Boat Show which runs from 11th to 20th January 2008 at the Excel London.

For details on the latest Bang & Olufsen products and how they can integrate to form a total onboard entertainment package, contact the store at:

**Bang & Olufsen of Bexleyheath. Tel: 0800 3101 888,
e-mail bexleyheath@bang-olufsen.co.uk or
visit www.bang-olufsen.com/beostores/bexleyheath**





INCREDIBLE SUCCESS FOR SC35 AT SOUTHAMPTON BOAT SHOW

Sealine's latest addition to its model line up, the SC35 which was launched at the Southampton Boat Show is already in high demand. With high volumes ordered at the show, and also at the Cannes and Friedrichshafen boat shows, the SC35 is proving to be enormously popular.

This brand new sports convertible, which incorporates signature

Sealine innovations, including the unique translucent convertible roof system, had a steady stream of visitors throughout the duration of the show.

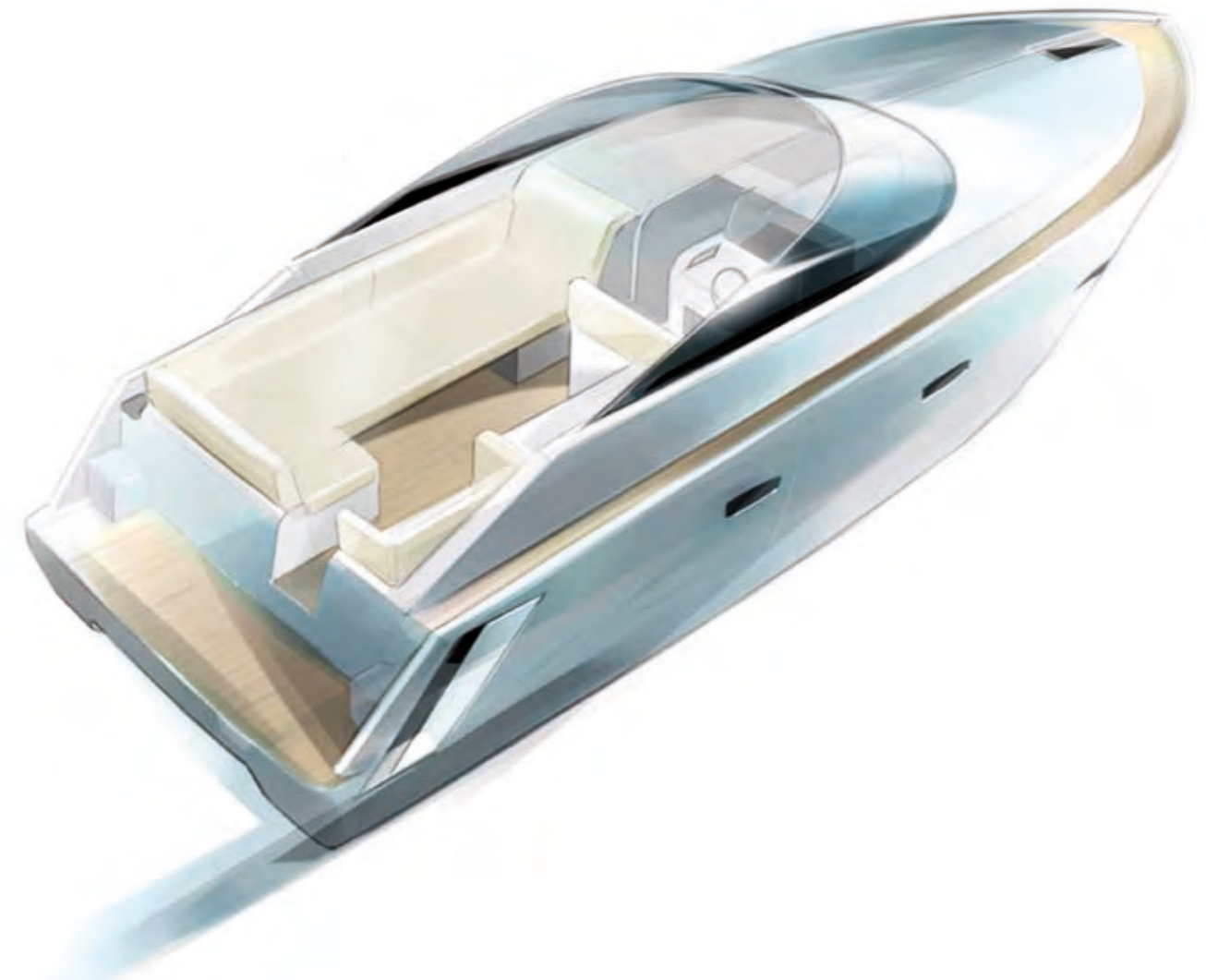
The modern, spacious interior is filled with natural skylights in the saloon, forward and aft cabins. The large double forward cabin is reached by opening a set of double doors. This creates

an open plan feel and gives an overall impression of space flowing through the boat.

The hull, designed in collaboration with world powerboat champion designer Ocke Mannerfelt, has a deep v form with extended planing surfaces and bold topside contours - generated to provide comfortable and efficient cruising. Sealine's Managing Director, Steve Coultate commented; "I am absolutely delighted with the instant success of the SC35. It is proving to be a real hit with both new and existing customers. With new products coming through, this is an exciting time for Sealine."

Look out for the boat test reports in the latest MBM and MBY. Visitors to the show also had the chance to try out the awardwinning SC29 sports cruiser on the water. The SC29 featured the new Axius stern drive control system, developed by Mercury Marine, which made its debut at the show. The system provides unparalleled maneuverability and significantly improved performance for stern drive boats. The joystick system of Axius simplifies boat handling, including mooring, allowing a novice driver to operate and even moor a boat with virtually the same ease as an experienced boater.





A NEW DESIGN DIRECTION FOR SEALINE

In September this year Sealine unveiled, to an international audience, the new SC35 Sports Convertible. With its clean sharp lines and enormously spacious interiors the distinctive new model was the result of months of hard work by the in house design team led by Design Director, Carsten Astheimer and Creative Director, Roger Tucker.

Commenting on the thinking behind such a radical new model Carsten Astheimer explained “the SC35 represents a completely new design direction for Sealine. Our plan was to create a new style that would take the company forward and at the same time be sustainable. It needed to be a significant design move that would define our product range for the foreseeable future, whilst being true to our principles of creating boats for those who enjoy boating.”

“Our design mantra was an ‘Aspiration’, ‘British’ and ‘Stylish.’”

“We took a big step to achieve our objectives and feel very proud that the SC35 has met with such universal acclaim. The aim was to create a boat with clean strong lines that was both simple in its overall shape but with an unmistakably British nautical feel. The strength of the design lies in its simplicity – it is crisp and clean reflecting a very modern approach. There are no “add ons” to the

exterior shape – new lamination technology has allowed us to create a hull shape that does not require any embellishments – the smooth shape is therefore simpler whilst being extremely strong.”

“We worked with Ocke Mannerfelt (one of the world’s most successful powerboat drivers and a top international designer) to create the new hull. He co-operated with us on the highly successful SC29 and we wanted to ensure this hull would be every bit as good”

Extensive tank testing was used to refine and optimise the V shaped hull, ensuring a safe and stable ride at all speeds together with improved fuel efficiency. The hull comes in a variety of gel coated colours, from Sealine’s trademark dark grey and silver blue, to a new more adventurous relaxed yellow.

Commenting on the interior layout for which space and light are the key elements Carsten explains “We took the lead from boats of a much larger scale – we looked at models over 40 feet to ensure we could offer the very best interior facilities. The new hull, with its full stem and beam of 3.70 metres, has facilitated the largest internal volume for a boat of its size. Innovation is synonymous with Sealine boats and the SC35 is no exception.”

Filled with natural light from skylights in the saloon, forward and aft cabins there is an unprecedented amount of internal space. The large double forward cabin is reached by opening a set of double doors and there is a full head height separate shower and toilet area. The aft cabin has three single beds whilst the saloon offers an occasional berth for extra guests.

The L shaped galley has plenty of storage and incorporates Sealine’s innovative drip tray area behind the sink. In the saloon there is a deep sofa with a chaise and soft stools plus a coffee come dining table.

The contemporary fabrics and finishes give the boat a warm and natural feel – with washed walnut panelling, ivory and chocolate brown furnishings complemented by citrus coloured cushions. The SC35 has Sealine’s unique translucent convertible roof system offering complete flexibility whatever the weather conditions. The cockpit, with seating for eight, can be transformed in a matter of seconds from completely open to fully closed. A folding cockpit table doubles up as a base for an infill to change part of the seating into a sunbed.

“We worked with Ocke Mannerfelt to create the new hull”

Launched to an international press audience in Cannes the journalists from all around Europe were extremely impressed with the new model “it is a major design breakthrough” commented Leo Correl from Nautica in Spain – “the distinctive lines of the hull set this boat apart” said Gerasimos Geromilatos from Greek Yachting whilst Carl Richardson from the UK’s Motorboats Monthly summed it up by saying “the SC35 has taken design to whole new level with an outstanding spec and space”

Sealine are delighted with the response and not content to rest on their laurels they will be unveiling another new model at the forthcoming London Boat Show in January - the new 355 Open Sports Cruiser.

“Following the huge rise in demand for day boats we decided to create a true wind in the hair boating experience utilising the successful hull design from the SC35 with a totally new open cruiser top deck. We wanted to produce a boat that could be fully enjoyed on a beautiful sunny day but with options to protect against the elements when required”

>>



The innovative 35 sport has a complete wrap around sports windscreen set into a distinctive stainless steel frame. This is complemented by low level hand rails all around the foredeck. There are two hooking points adjacent to the anchor locker which ensures an easy passage from the cockpit to the bow.

The large foredeck has optional cushions for comfortable sunbathing plus there is the ability to add a simple bimini to keep the sun at bay.

A unique feature is the opportunity to extend by some 600mm the already spacious aft platform – this facilitates easy access into the water and is also the perfect location for a small dinghy

or other watercraft. This optional Mediterranean styled 'Swimming Platform' comes with an easy to use swim ladder.

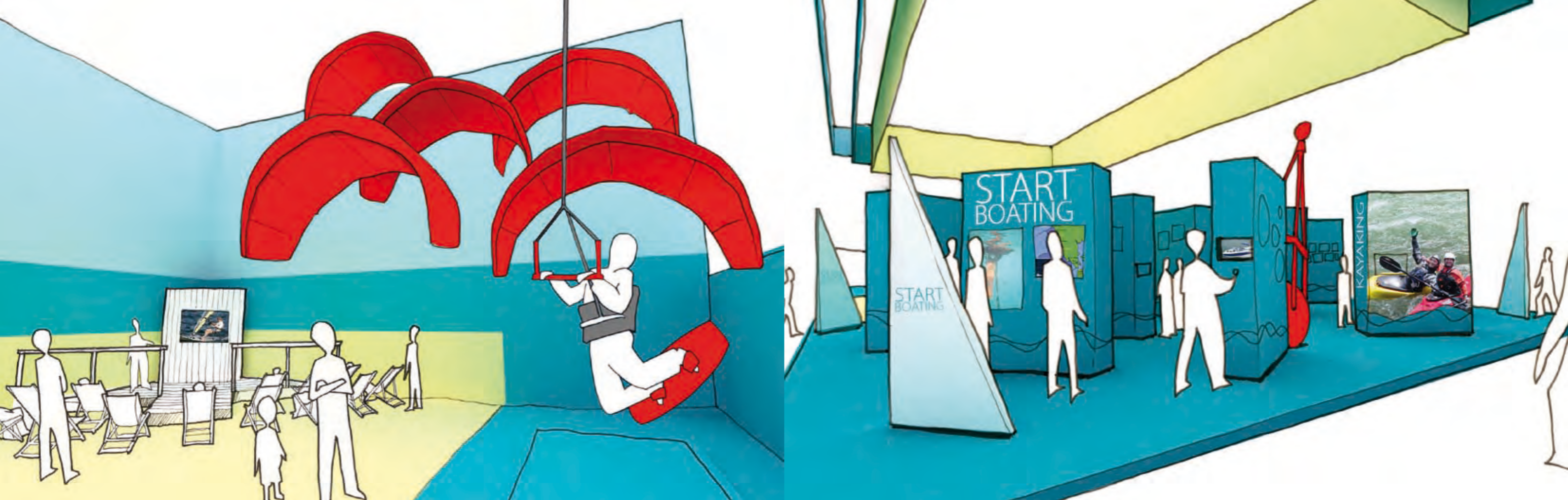
An anchor light which simply slots into the carefully located deck fitting offers excellent visibility for night time mooring. Navigation lights are fitted into the front of the foredeck.

The clean sophisticated lines of the totally open deck emphasise the fact that this is a boat that has been built for outdoor living

“the distinctive lines of the hull set this boat apart”

and is ideally suited for day and weekend cruising. The accommodation below decks is the same layout as that used on the SC35 giving plenty of flexibility for short or long stays.

For further information on both the SC35 and the 35 sport readers can check the Sealine website www.sealine.com for detailed specifications.



Collins Stewart

London Boat Show

celebrates its 54th year in January
11-20 January 2008 at ExCeL

London's largest annual event, the Collins Stewart London Boat Show, will take place at ExCeL - the heart of London's entertainment district - from 11-20 January 2008. Now in its 54th year the Show promises to offer something for all - from seasoned enthusiasts to boat novices simply interested to discover what all the excitement is about.

The Collins Stewart London Boat Show will welcome some 140,000 people, encouraging visitors to take to the waters sailing, boating and to partake in activities on the water.

New attractions:

Main Stage - The new Main Stage will be packed full of spectacular events that are sure to capture your imagination. Situated right in the centre of the bustling North Hall it will act as a focal point for the Show.

The crowning glory will be the dazzling Sea Queen Stage Show - an aerial spectacular that will transform the main stage into a stunning sea of blue and green. The show will be performed by a host of energetic circus dancers and daring stilt-walkers dressed as sea creatures who will perform athletic acrobatics and acrobalance along to an uplifting musical score.

None of the drama is lost when the stage alternates between the Sea Queen performance and a slick catwalk show featuring big name popular clothing brands such as Fat Face, Musto, Gill, Henri Lloyd and Figleaves.com.

The spotlight will then turn to boating legends Sir Robin Knox-Johnston, Geoff Holt, Adrian Flanagan and Mike Golding who during the Show will take to the main stage to share stories of their daring adventures at sea. Everyday heroes will be celebrated with representatives



from the Port of London Authority and the Marine & Coastguard Agency who will share what a typical day in their lives is like in the 'Life as a...' feature.

Making its screen debut at the Collins Stewart London Boat Show will be Boat Review 2007 - a boating montage of the year projected on the main stage's big screen. Boat Review 2007 will bring 2007 to life reliving the highs as well as the lows, the excitement, the drama on the water and the awards our boating heroes have won and lost.

Visitors to the Main Stage will also get the unique opportunity to hear about the restoration of the Cutty Sark, see the coveted Raymarine Young Sailor of the Year Awards announced on Saturday 12th January and listen to the preparations of the Skandia Team GBR.

Around this exciting hive of activity, visitors will also have the opportunity to catch their breath and sample refreshments at the bar area which nestles alongside the main stage. Perfectly situated in front of the stage, the spacious seating enables visitors to catch all the exciting features in comfort.

Start Boating - Brought to you by the British Marine Federation and National Boat Shows and in association with All At Sea, this hospitable, salesman-free arena is the ideal place for anyone seeking impartial advice on how to take up boating at its many different levels and contrasting lifestyles. Participating non-commercial organisations will aim to enthuse and educate enquiring visitors on all aspects of boating.

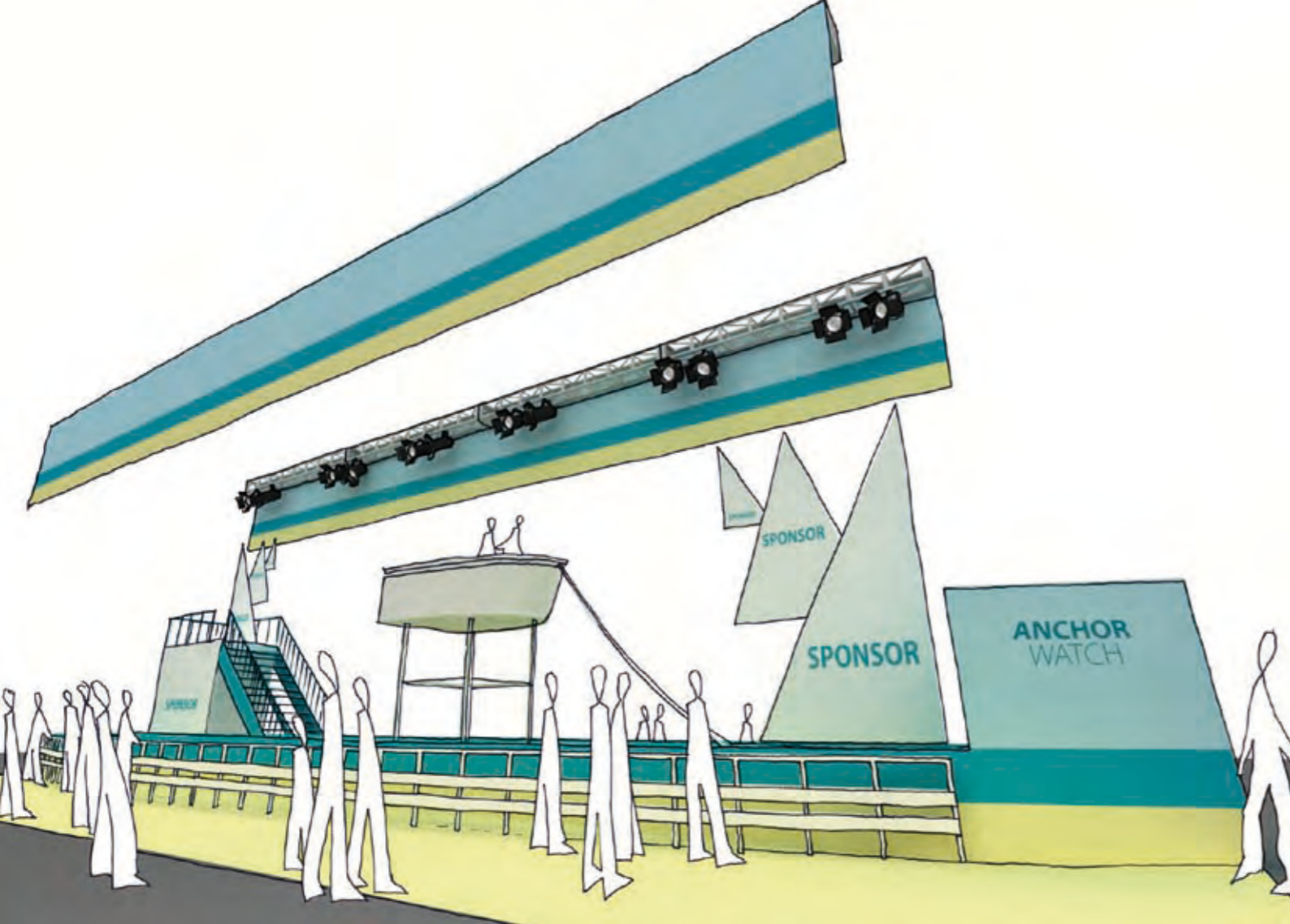
For those considering buying their first boat, owner associations will concentrate on craft at the more affordable pre-owned end of the market. In addition lower priced new products will be available to encourage entry level boating.

The main objective of the "Start Boating" area is to include as much variety as possible so that it truly is a 'one stop' shop for visitors. As such, there will be several owners associations displaying different craft. There will be a 29ft sailing cruiser worth £23-33k provided by the Westerly Owners Association, a 29ft motor cruiser valued at £32k from the Combined Thames Motor Cruising Clubs, a trailer sailer from the Drascombe Owners Association and a dinghy from RYA's OnBoard.

Watersports Zone - Visitors to the 2008 Show should not miss the new Watersports Zone and the chance to go kite-surfing. Adrenaline junkie visitors will be able to experience this fun sport in a safe, dry environment on the indoor simulator. The zone will also celebrate a host of other watersports, including windsurfing, jet-skiing and land-surfing as well as a few new additions to the Show - cat-surfing, a new craze which involves the same principle as kitesurfing but the rider is in a one-man catamaran.

This vibrant, fun and interactive focal point, reflecting the lifestyle offering provided by this important sector of the industry, will be surrounded by related watersports exhibitors and products.

The new Watersports Zone is in association with Mark Warner, the Para Academy, Jet Skier & Personal Watercraft and Sportsboat & RIB. >>



Andrew Williams, Managing Director of National Boat Shows (NBS), commented: "The introduction of new features and attractions to the 2007 Collins Stewart London Boat Show resulted in the best overall experience and value for money ratings by visitors in recent years, with 93% claiming that they will revisit the Show. Building on this success, and following a lengthy consultative process, we are confident that by increasing the entertainment and attraction elements of this year's Show even further, our visitors will get as much, if not more, out of the 2008 Show as they did the year before."

Additional Attractions...

Impressive Marina, in association with Cowes Online featuring HMS Exeter- Taking advantage of ExCel's fabulous waterside setting, HMS Exeter, a Royal Navy Destroyer, will be the very first Royal Navy Destroyer to be present at the Show. The Type 42 vessel will be moored outside on the Show's marina in the Royal Victoria Dock.

The current HMS Exeter has a distinguished history to date having served in the Falklands War (1982) and the first Gulf War (1991) and is credited with being the last ship to engage enemy aircraft with a Surface to Air Missile during Falklands War. It is also the only remaining serving ship left in the Fleet that was involved in the conflict.

Exhibitor boats and inland craft - Also displayed on the Show's marina, in association with Cowes Online, will be some of the

largest exhibitor boats in production, as well as a new dedicated outside exhibition space featuring 15 inland craft.

In association with Towpath Talk, manufacturers from the inland waterway industry will be showcasing both narrow and wide-beam boats at the west end of the dock. From the very small to the very large, the inland craft range from the narrow Sea Otter craft at just 9.4m long, right up to the luxury 21.3m long canal boat from holiday company Heritage Narrow Boats.

To mark the start of the Collins Stewart London Boat Show, a flotilla of inland vessels will sail down the tidal Bow Creek directly to ExCel. They will start at the construction site of Prescott Lock, which when complete next year will allow the rivers that lead into the Olympics Park to the north to become fully navigable.

The Show's own Regatta - Don't miss exciting action out on the Royal Victoria Dock throughout the Show. There are Thundercat demos taking place for the first eight days and the Carmela Cup during the first weekend. The second weekend sees the Musto Skiff, 29er and B14s Grand Prix on the final Saturday while the action finishes on the last Sunday with the Yachts & Yachting 'Battle of the Classes' Pursuit Race.

Classic Boat, supporting the 'Cutty Sark' restoration project - Sponsored by Classic Boat magazine, International Paint and Old Pulteney, the Classic Boat feature is approximately 25 per cent larger than in 2007. New to the feature will be the inclusion of



the much-publicised 'Cutty Sark' restoration project - drawing interest from classic boat enthusiasts as well as other members of the general public.

The area will provide an opportunity for visitors to watch, learn and - most importantly - talk to enthusiasts about classic boats and find out about the traditional skills involved in their restoration. There will be four examples of classic boats at the feature this year. The oyster fishing smack Boadicea is the oldest working sail boat in the UK and will celebrate its 200th birthday at the Show. Mylor Yacht Harbour is providing a 25ft Solent Sunbeam. Yalton Marine will showcase an 18ft classically styled small open yawl, built using modern materials. Meanwhile the Classic Motorboat Association will re-introduce its 10' 10" classic wooden speedboat, Colliwobble, after she first exhibited at the Show back in 1962.

There will also be other working aspects to the classic boat feature, such as sail making or fiddly canvas work. Jeckells Sails will provide advice and continual demonstrations on sail making while boat building students will build a classic dinghy during the Show. The feature will also have a lecture area with a host of vocational speakers keeping the area busy, entertained and educational.

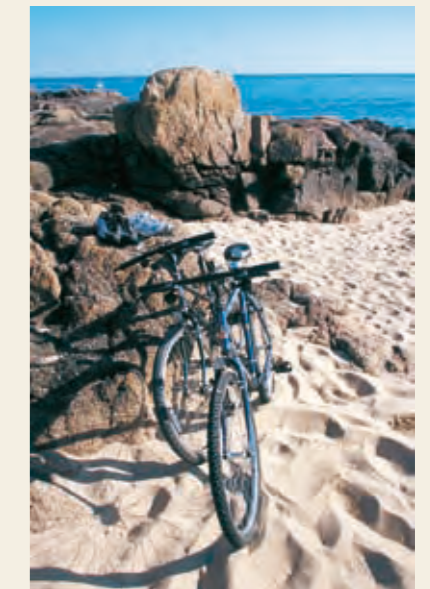
Throughout the Show, the Cutty Sark Trust will be working on selected artefacts from the main conservation project. The Trust will be bringing back to life original parts of this famous Tea Clipper, badly damaged by fire in May. Visitors to the Show will get a chance to see a mix of cutting-edge science as well as time-

honoured craftsmanship; all supported by regular presentations on the Main Feature's big screens bringing visitors up to date on the progress of the restoration.

Deck Games - Deck Games, supported by the Marine Leisure Association and in association with Dinghy Sailing, is back by popular demand - but bigger and better - to encourage young people of all age groups to participate in boating by providing a range of stimulating activities that are both fun and educational. Great for the children - and for the parents - this interactive area offers a range of group games and competitions with the opportunity to win prizes.

Activities this year include: 'Knot In A Box'; children have a choice of three or four knots available to try out; 'Sail Hoisting' in a race against the clock participants will compete to see who can hoist the mainsail the fastest; the chance to compete in the America's Cup grinding competition; a children's painting competition; and back by popular demand is the 'Rowing Simulator', guests take a seat on one of the rowing machines facing plasma screens and their progress against one another is tracked for all to see.

Anchor Watch - Sponsored by Blue Water Supplies and Jersey Tourist Board and in association with Practical Boat Owner and Yachting Monthly, the Masterclass on practical anchoring returns to repeat the crowd-pulling demonstrations which were extremely popular with everyone from beginners to experienced sailors alike at the 2007 Show. >>



Jersey, simply first class.

FIRST-CLASS marinas, delightful anchorages, stunning beaches and enchanting offshore reefs combine to make Jersey one of the finest yachting destinations in Europe.

Thousands of sailors return each year to rediscover the varied delights that this sunny Channel Island – originally part of the Duchy of Normandy, now a Dependency of the British Crown – offers the visiting yachtsman.

One day you could be berthed in a modern 'five gold anchor' marina, just yards from top-quality restaurants, award-winning museums and bustling tax-free shops. The next, you could be at anchor in a deserted bay, diving into crystal-clear water and taking life easy on a golden beach. Or you could be moored in an enchanting and historic harbour, exploring rock pools and coastal paths before indulging in a quayside fruits de mer.

"you could be at anchor in a deserted bay, diving into crystal-clear water"

The chart will show you that the approaches to St Helier, the island's bustling capital situated mid-way along its south coast, are straightforward enough with clearly defined passages and leading marks. Upon arrival at the harbour most visiting yachts head for the very sheltered St Helier Marina, which adjoins the award-winning Maritime Museum and is just two-minutes' walk from the bars, restaurants and lively shopping precinct in the centre of the capital.

A two-minute walk in a different direction takes you to the vibrant new Waterfront where a number of exciting facilities will keep your crew entertained should the weather not merit a trip

"a number of exciting facilities will keep your crew entertained"

to the beach. These include a 10-screen cinema, a brand new Radisson SAS hotel, an aqua centre (complete with flumes, slides and 'lazy river'), restaurants, a health club and a nightspot.

Tourism in Jersey has seen an unprecedented level of investment recently, with well over £100m allocated in the last two years. In fact St Helier has arguably the best quality range of accommodation in the British Isles - and maybe Europe - for a similar size population with a quarter of its hotel rooms within the 4/5 star range.

If you have a particularly large yacht or motor vessel or are seeking a long-stay berth you will be directed >>

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to the Elizabeth Marina, which lies to the south of the new Waterfront development. Like the St Helier Marina it has been awarded the top 'five gold anchor' award by the Yacht Harbour Association.

Jersey is also blessed with numerous sandy bays and picturesque harbours where lunchtime picnics can be taken either anchored offshore or on the beach. When weather and tidal conditions permit these can also provide lovely spots in which to anchor overnight.

The undoubted jewels in this particular crown are the delightful ports at Gorey, with pastel-coloured houses, al fresco restaurants and shops lying beneath the magnificent 13th century Mont Orgueil Castle, and St Aubin with its picturesque promenade, shops, restaurants and galleries.

Attractions to suit all tastes ensure that every day moored up in Jersey is filled with exciting memories. There are numerous heritage sites that reveal the island's extraordinary history, the



world-famous Durrell zoological park, a Victorian market and 154 kilometres of 'Green Lanes' where you can safely enjoy the peace, colour, scent and beauty of the Jersey countryside.

As well as top-quality marinas, beautiful countryside and stunning beaches there are also some very compelling and practical reasons why you should set a course for Jersey. Marine fuel is free from duty so petrol and diesel prices are among the lowest in Europe. Fuel can be obtained from three modern fuel pontoons in St Helier Harbour and also at Gorey Harbour; Berthing rates are very competitive – whether you are staying for a few days, a few weeks or a few months. Long-stay visitors who want to make St Helier Harbour their base for an extended cruising period are very welcome, as are yachtsmen who want to over-winter their boat in one of St Helier's secure marinas.

Maintenance and repair work is free from VAT, making Jersey's marine labour and parts prices very competitive. Whether your boat needs a paint job or a modern electronics system the marine traders in Jersey will take care of your requirements. There are also excellent drying-out facilities – including a large secure boat park with hoists capable of handling boats up to 64 tonnes in weight and 24 metres in length.

"delightful ports,
pastel coloured
houses, al fresco
restaurants, shops,
galleries..."

Finally, Jersey is a great place to not only register your boat but also to set up the financial arrangements for its purchase and upkeep. The island is a leading offshore finance centre and the industry plays host to the ownership, management and funding of a large number of vessels throughout the world, also offering tailored services for

insurance, crew payroll and administration services.

For further details simply log on to www.jersey-harbours.com



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Situated in the heart of the new Cardiff Bay Development, Majestic Yachts South Wales Has an excellent Brokerage for new and Pre-Owned Sailing and Motor Boats with over 100 Vessels in the South Wales area. We also specialize in new sealine yachts.

We have 40years of experience in the marine industry, with a wealth of knowledge in all aspects of boating, Mr. David Evans the company owner In his youth was a keen water skier and was the Wales and West Water Ski Champion. David also qualified as second place in the English Channel Water Ski Race. This is a 'there and back' race. David has also worked with some of the most famous and long established names in the motor boating industry, such as WINNER BOATS (as a test driver and salesman), SHETLAND and FLETCHER. With "David Evans Marine", David was credited with the 1990 RINKER Top Sales Award for the most vessel sold within one year in the world, and at one point was the largest importer of MARINER outboards in the UK.

At Majestic Yachts South Wales we have a dedicated sales pontoon and hard standing is available at the Quay Marina's boat yard directly opposite from our premises. If you are considering selling a Motor Boat or a Sail Boat we can offer you a prime location afloat or ashore based here at Penarth Marina, it is the only marina in Cardiff Bay, and we are the only official

brokerage. If you are buying, the Bay offers the best location in South Wales for the tide is never out and the conditions are always favourable.

If it is Safety Advice or guidance you are after then Majestic Yachts South Wales are proud to announce that the MCA have chosen to locate themselves here at Compass House. They will have one of there vessel's moored permanently at the marina just outside the office and a training officer on duty also. There are always plenty of advice leaflets on display in the lobby for you to take away. As for training in the vessel of your choice we are lucky to have two full time training schools based here at Penarth Marina, so if it's a quick brush up or a full course we can organise that for you. Delivery of your new boat can be also arranged via our local boat transportation.

Contact Details:
Compass House
Penarth Marina
Cardiff, CF64 1TT
United Kingdom

Tel: 029 20 70 73 31
Mobile: 0777 412 0009

INTRODUCING SEALINE SOUTH COAST

In association with Ancasta, we're opening three new exclusive facilities on the South Coast. Included among these will be a purpose built flagship showroom on the Hamble, opening in 2008. Designed and built specifically to encapsulate the Sealine experience, it's the perfect environment to enjoy the very best in sales, service and support. This association with Ancasta also gives you access to a further 14 retail outlets across the South Coast, all providing the knowledge and expertise that you would expect from one of the industry's most established yacht retailers. So discover the difference at Sealine South Coast - call now to talk to the team.



Mark da Costa, Managing Director of Sealine South Coast.

Mark da Costa takes on MD role at Sealine South Coast

Having worked in a variety of roles within the boating industry, both in the UK and abroad, not to mention five years at Sealine International, Mark da Costa is the natural choice to head up the new Sealine South Coast division of Ancasta Group.

Mark, the newly appointed Managing Director of Sealine South Coast says he's looking forward to the role and to working within the Ancasta Group.

"We are putting together an experienced Sealine team and are looking forward to moving to a new state-of-the-art Sealine South Coast showroom on the River Hamble, yachting mecca of the South Coast and home to many Sealine owners. Sealine has a very strong market presence in the UK and to be representing this brand under the Ancasta umbrella with fourteen offices along the South Coast is an exciting opportunity".

"Ancasta is an experienced and fast growing company; very dynamic with a tremendous amount of specialist retail experience combined with the infrastructure offered by Hamble Yacht Services."

Nick Griffith, Managing Director of the Ancasta Group says: "Sealine South Coast is delighted to have attracted someone of Mark's capability. This combined with his vast experience of Sealine motor yachts and the close relationship he has with many Sealine owners is obviously a great asset to the company."



Port Hamble

- With over 20 years professional experience in the marine industry, Ancasta are renowned retailers of luxury new and pre-owned boats
- Ancasta have 14 offices on the South Coast - plus a network of computer-linked offices throughout the UK and Europe
- The offices are open 7 days a week and are staffed by trained ABYA brokers
- Call in for the best aftersales help with registration, valeting, servicing, tuition, winterising, berthing and maintenance

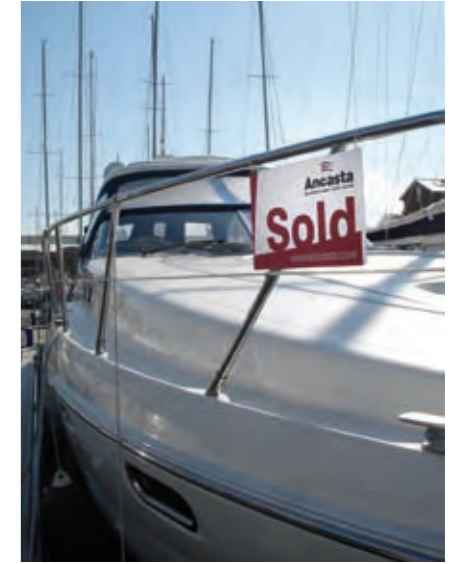
SEALINE AND ANCASTA WORKING TOGETHER

Sealine South Coast is a new addition to the Ancasta Group, headed by the newly appointed Managing Director, Mark da Costa. It will draw upon the experience, reputation and strong heritage of Ancasta, in selling both new and used Sealines. Sealine South Coast's showroom is to be based on the River Hamble, the heart of yachting on the South Coast. An ideal location for the many Sealine owners in this area.

Sealine South Coast boasts professional staff, all with considerable Sealine experience together with a supportive and dedicated after-sales team; Volvo service agents and factory trained.

Operations along the South Coast will allow Sealine owners to take advantage of the services offered from the well-renowned Hamble Yacht Services (HYS) (full service yacht repair and refit facility, with a world wide reputation) and HYS Universal, part of the Ancasta Group.

Sealine South Coast events are to be held next year in Brighton, Poole, Hamble and Port Solent, dates to be confirmed in the New Year.



SEALINE SOUTH COAST AUTHORISED DEALERS



SEALINE SOUTH COAST

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Taking it easy at Shepherds, Windermere.



Red Arrows fly over earlier this year (august 2007).



Sealine owners enjoying a bank holiday weekend

Shepherds celebrates 15 years of Sealine dealership



Shepherds was established in 1904 after a brief partnership between Borwicks and Nathan Shepherd came to an end. The two companies Borwicks and Shepherds then became rival boat builders for most of the 20th century. In those days Shepherds built Windermere one design racing yachts, many of which are still competitively racing today. Shepherds became a LTD company in 1940 and built a variety of small craft including lifeboats for the Cunard line and air sea rescue launches for World War II. >>



Irish debut the new and innovative SC35



On November 29th, Cyril Johnston Marine, in Belfast held a reception to launch the new Sealine SC35 - the Irish debut of this new and innovative model. The occasion also marked a year since Cyril Johnston Marine were established as Sealine dealers, and reaffirmed the company's commitment and dedication to the brand.

The event began with a meet and greet drinks reception in the Marine Showroom where guests could also view the new RIB X and Arctic Blue Rib ranges which were also being introduced. There was an excellent turnout of boating enthusiasts, all eagerly anticipating the unveiling of the new SC35, which was hidden out of sight in an adjoining marquee.

Line drawings of the Cruiser on a large screen TV were used as a taster to entice the crowd, and provide a hint of how impressive the new addition to the already extensive Sealine range would be.

The audience was addressed by David Johnston, Deputy Managing Director of Cyril Johnston, who thanked all in attendance for their presence, then Nicholas Turner, Marketing and Sales Director of Sealine spoke about the new

innovative design of the SC35 and how the Sealine brand had evolved since its founding in 1972.

Following these introductory speeches, excitement arose as the door opened to the sounds of 'Barcelona' and the stunning boat emerged from a haze of smoke and lights to the awed audience who immediately flowed forward to get their first glimpse of the boat in real life.



The guests were then invited to tour the luxurious boat, which boasted the tagline 'New Space, New Light, New Freedom' with everyone agreeing it certainly lived up to and exceeded all the hype prior to the launch. With its stylish, spacious interior and sleek exterior the SC35 was most certainly a hit with all those assembled. >>

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Since its UK launch at the Southampton Boat show back in September, Nicholas Turner mentioned how the SC35 has been one of the most successful and well received new model within Sealine history, and it certainly seems the new addition will continue in this vein now that it has been introduced to the Irish public.

We look forward to meeting many more existing and prospective customers who were not able to attend our launch event either in our showroom or at the London Boat Show at Excel where the SC35 will take pride of place and the new 35 sport version will be unveiled. ✕

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