

CruiseCraft Dealer Rides Wave of Success

Perth marine retailer Magnum Boating is going from strength to strength, in no small part due to the dealership being appointed as a CruiseCraft dealer just over 12 months ago.



It's no coincidence that following their CruiseCraft

Above: The Magnum Marine team (L to R) Tony Davies (Parts & Chandlery Manager), Daniel Cole (Sales Manager) and Tim Green (General Manager)

appointment, Magnum has moved into bright, brand new complex at Wangara with boat sales also ramping up.

Being situated within casting distance of Perth's major automotive precinct, the marine dealership couldn't be better located.

To market the high calibre, high quality Australian built CruiseCraft brand, the team at Magnum Boating correctly reasoned that a modern undercover showroom was essential.

"Customers who are considering a CruiseCraft are the kind of people who will rightfully look over, under and through the boat in minute detail," said Tim Green.

“To cater for them, the very least that we can do is have the right CruiseCraft boats fully rigged and in stock. And then present an appropriate display space where they can literally spend hours if they wish going through the boats.”



“Our new showroom provides just that kind of welcoming and relaxed environment.”

Not one to do anything by half measures, General Manager Tim Green is enthusiastic about their brand new showroom. With 1000 m² of undercover showroom, there is also ample off road, sealed car parking for customers to drive to the front door.

At Magnum Boating there is always a good range of CruiseCraft boats held in stock, with advance orders steadily topping up the display boats as they are sold and delivered. The full line up of CruiseCraft Explorers are held in stock and actively marketed. Explorers have proven to be the most popular CruiseCraft line in the West.

In addition to the bright and fresh showroom, Magnum Boating also boasts 350m² of service workshop and 200m² of boating accessories and parts.

CruiseCraft is a wholly family owned, third generation Australian boat manufacturing business, operating from their Brisbane manufacturing facility. CruiseCraft boats are distributed exclusively through a network of Authorised Dealers throughout Australia and selected international markets.

For further information contact:

Peter J. Benston
Sales and Marketing Manager
CruiseCraft Boats Pty Ltd

Ph: **(07) 3390 4877**

Fax: **(07) 3390 5756**

Email: peterb@cruisecraft.com.au

Web: www.cruisecraft.com.au

