

CruiseCraft Appoints New World Honda Marine as Their New Melbourne Dealer

CruiseCraft has announced the appointment of New World Honda Marine as the Melbourne and Victorian dealer for the full range of CruiseCraft boats. New World Honda Marine is a long established dealership with a superb track record in the sales and support of top quality branded boats.



For industry veteran Michael Mulquiney and his family, the appointment comes at a time when the Victorian market is set to rebound.

“CruiseCraft is an iconic brand that boaters trust,” Michael Mulquiney said.

“When markets are tight and people decide to make a purchase, they turn to the solid and trusted brand names secure in the knowledge that their investment in boating is well placed.”

“CruiseCraft is exactly that kind of a boat. Not only is the brand very strong, but the design and quality of the boats is first rate.”

“We are all very proud at New World Honda Marine to have been appointed as a CruiseCraft dealer.”

New World Honda Marine is a strong family business with father Michael Mulquiney and son Andrew equal shareholders and directors. Michael's wife Jan and Andrew's wife Christie both actively work in the business.

According to Peter Benston, National Sales and Marketing Manager for CruiseCraft, the family team at New World Honda Marine is an ideal fit with the CruiseCraft culture.

"The CruiseCraft business has very solid family values, with the third generation of Nichols brothers currently owning and operating the company," Peter Benston said.

"Not only is the appointment of New World Honda Marine a wonderful benefit for Melbourne boaters, but the dealership is based on the same family values and structure as our own."

"What makes the appointment even more appealing is that New World Honda Marine is one of the strongest dealers in Melbourne. The premises are new and very professional with great display facilities. Customers will feel very comfortable at New World Honda Marine inspecting a new CruiseCraft boat."

The Melbourne market with Port Phillip Bay and the open waters of Bass Strait right on the doorstep, is very closely aligned to the home grown boating experienced by CruiseCraft in Brisbane. The waters of Moreton Bay and Port Phillip Bay have very similar traits, a short chop in which the CruiseCraft hull design excels.

New World Honda Marine has access to the full line of CruiseCraft models including the Executive cruisers, Resort bow riders, Explorers and Outsiders. Stock will be arriving in January 2011 with New World Honda Marine exhibiting CruiseCraft boats at the Melbourne Summer Boat Show.

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

