

CruiseCraft Seeing Double In Tasmania

Australia's premiere fibreglass trailerboat manufacturer has appointed popular Hobart-based marine dealership Lewis Marine as an authorised agent for CruiseCraft boats.



The recent dealer appointment doubles the Tasmanian CruiseCraft dealer tally with Deegan Marine holding fort up north in Ulverstone, and now Lewis Marine stocking up down south in Hobart.

Situated only minutes from Hobart, Lewis Marine is arguably Tasmania's largest outboard dealer and welcomes the high profile Brisbane-built boat brand to a thriving southern isle boating market. Dealer principle Hughie Lewis is now in his 25th year at the helm and explains the timing is right to bring CruiseCraft on board.

"We're in the middle of a re-development of our dealership having just sold our premises in central Hobart," said Hughie.

"Our new location close to Hobart airport will house 40 boats in an undercover showroom and the range of CruiseCraft family fishing boats will slot in perfectly alongside our current brands. CruiseCraft is a quality brand and their dedicated fishing boats will meet the needs of a niche local market."

The decision to form a partnership with CruiseCraft was not only based on the quality of the boats, but also the heritage of the family behind the brand.

“The Nichols family has a longstanding association with Australian boating and are widely respected for the way they do business. We like them as people and are very excited to have their quality boats on our team.”

Lewis Marine is a well stocked marine retailer with a range of high profile brands including Quintrex aluminium pleasure boats, Whittley Cruisers and Aquapro inflatables along with Yamaha outboards. The addition of CruiseCraft boats gives Lewis Marine more choice to offer the high percentage of dedicated fishing enthusiasts in the apple isle.

“The boating market in Tasmania differs significantly to the rest of Australia because 70-80% of boats purchased are aluminium,” said Hughie.

“So although not a big market share, fibreglass boaters are prepared to spend more money on quality products. CruiseCraft suits the discerning fishing boat market perfectly and we expect the Explorer and Outsider models to do very well.”

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.

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