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MEDIA RELEASE

CruiseCraft Joins Forces with Yamaha to Provide Factory Rigged BMT Packages.

Leading Australian boat manufacturer, CruiseCraft Boats, has announced an innovative new alliance with Yamaha Motor Australia. Effective immediately, all models in the CruiseCraft range are now available as complete factory rigged, turnkey packages with Yamaha outboards fitted to the transom.



In a joint launch to the national network of CruiseCraft dealers, Nathan Nichols of CruiseCraft and Iain McLeod (National Sales and Marketing Manager) announced that the new structure reinforced the close ties which already existed between the two companies.



Announcing the new alliance between Cruise Craft and Yamaha are (L to R) Iain MacLeod, Yogi Oshige, Nathan Nichols and Steven Cotterell.

“CruiseCraft is a leading, wholly Australian designed and manufactured boat and we are very proud to have formed a stronger alliance with Yamaha, the leading outboard brand in Australia,” said Nathan Nichols. “This new arrangement ensures that CruiseCraft customers have access to factory rigged CruiseCraft boats powered by Yamaha outboard engines. This is the ultimate in quality control and the optimum method of manufacture.”

Under this new arrangement, CruiseCraft customers will be able to order a complete Yamaha powered CruiseCraft boat, delivered to a Cruisecraft/ Yamaha dealership as a complete, factory build and tested, boat, motor and trailer (BMT) package.

“We believe the factory rigged Cruisecraft/ Yamaha BMT packages are the way of the future. It takes the burden of completing the manufacturing process away from our dealerships and allows them to focus on providing great service to our customers.”

“From our perspective as a manufacturer, we retain the ultimate control over quality. We can manufacture the boat in the correct sequence, ensure that the rig fit-up is of the highest and most consistent standard and then deliver a complete rig with a factory performance guarantee.”

“We also ensure the correct propeller fitment for each rig using Yamaha’s optimum performance test program”

In addition to the benefit of choosing Australia’s leading outboard brand to power their CruiseCraft boat, customers can also benefit from Yamaha Motor Finance to help purchase the rig and Yamaha Motor Insurance to deliver the ultimate in insurance protection.

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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EDITOR'S NOTE

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