

NEW PRODUCT RELEASES

COMPANY NAME: PREMIER MARINE
BRAND OF PRODUCT: REGAL BOATS AND CHRIS CRAFT
WEBSITE: www.premiermarine.com.au
MOBILE CONTACT: 0417 253 545
STAND NUMBER AND LOCATION: TBA but on the Marina

Model of New Product

Chris Craft Launch 28 and Chris Craft Corsair 28 new designs for 2011.

Description of new product./ Unique Features/other information.

Chris-Craft is famous to those in the marine industry for designing state-of-the-art boats for every purpose. When a consumer thinks of a Chris-Craft, they envision the company's trademark teak wood, stainless steel fittings and attention to every single detail. These are what make Chris-Craft the sleekest and most desirable craft on the water. With our newest models, Chris-Craft has again raised the bar and set a new standard in design and performance.

The 2011 model Corsair 28 cuddy cabin models will be presented with a whole new emphasis on lavish design. This model has been refreshed and refined to become THE fun weekend runabout for 2010. Boasting additional teak surfaces on the front desk and motor hatch areas, and full u-shaped aft cockpit seating this craft provides the cruising family plenty of lounging options. The cuddy cabin entrance has been improved with larger openings, teak-louvered doors, and a flip-up hatch on self-supporting hinges to add headroom at the entrance. The interior of the cabin has also been updated with a new flush glass vent hatch that provides plenty of additional natural light and cabin ventilation. All new fabrics and additional wood accents round out the cabin's upscale improvements.

Our Launch 28 bow rider model represents truly innovative thinking in redesigning another very successful Chris-Craft model. This model represents the best of luxury and style in a large bow rider model. With the Launch 28 (and the Corsair 28 above) utilising creative engineering, we added over 6" of width over the previous design, and still had ample room for the necessary handrails, stereo speaker and all the stainless steel drink holders your party could possibly want. This new model is also available with a cockpit galley, which includes a stainless steel drawer refrigerator, sink and electric grill to facilitate a great floating tailgate party—an unheard of luxury on a craft of this size. Additional teak and stainless steel accents throughout this model add all of the elements that define a Chris-Craft. Our engineers and craftsmen have outdone themselves again with the Launch 28.

AUSTRALIAN FIRST- REGAL 52 SPORT COUPE

COMPANY NAME: PREMIER MARINE
BRAND OF PRODUCT: REGAL BOATS AND CHRIS CRAFT
WEBSITE: www.premiermarine.com.au
MOBILE CONTACT: 0417 253 545
STAND NUMBER AND LOCATION: on the Marina

Model of New Product

Regal 52 Sport Coupe

The 52-foot express cruiser market is dominated by two schools of thought: contemporary European style or classic American build.

Regal Boats have combined the chic appeal found in Europe's leading builders with the space and functional layout the American boat manufacturer is renowned for.

Newly arrived in Australia, after two years of design and engineering, the popularity of the Regal 5260 has exceeded expectations due to its combination of power, looks and its unique ownership experience.

"The 5260 is a unique blend of performance, styling and customisation unmatched by any other builder," says Duane Kuck, Regal president & CEO. "Not only are we building a unique yacht, but we're also giving our owners an unparalleled ownership experience by fully involving them in the process. The beauty of the 52 is that each boat is a reflection of its owner – from colours to flooring to cabinetry to fabrics.

The 52 is a custom yacht from a production builder – the ultimate value in boating."

Hard and sharp "edge styling" lines abound outside the 5260, from the stepped transom all the way forward through the cockpit and hardtop glass and tear-drop bow. The European-inspired queues from Italy's T4 Design firm add to the external flair and are found throughout the wide, entertainment-equipped cockpit with teak flooring.

Supple upholstery -- combined with features such as an electric backrest and drop-down flat screen TV from Solé -- make the 5260 cockpit trendy and crowdfriendly.

Below, Regal has maximized every square centimeter of space while allowing light to flow freely into staterooms, salon and galley – even the heads. With headroom exceeding 6 feet plus and utilizing a full 15-foot beam, it is a boat that belies its dimensions.

Sound is both prevalent and non-existent. With the standard Yamaha surround sound stereo or the addition of the Bose 38 Lifestyle system, satellite radio, CD or DVD is enhanced and voluptuous. With tunes on or off, you'll barely notice the 5260 under power. By combining engine room design and interior sound deadening (such as whisper panel ceilings), the boat is equal parts quiet and elegant.

In terms of performance, the 5260 hull was designed specifically to optimize the benefits of Volvo Penta's revolutionary IPS powerplant. Since IPS propellers are forward of the drive, to grab clean water and improve handling and efficiency, the system prefers a boat with a more forward center of gravity. To maximize the benefits of IPS, Regal along with naval architect Donald Blount, created the optimum performance system, or OPS. The OPS chamber, located at the stern, fills with water at rest to allow for proper static waterline without compromising the inherent center of gravity. Underway, the chamber empties and allows the IPS to do its work. The payoff is immediate. Third-party testing of the 5260 with base twin Volvo IPS 600 engines (with a light load) turns in impressive numbers: over 35 mph top speed, 15 seconds to 30 mph and 380-mile range at cruise with 10 percent reserve.

The magic isn't limited to the hull, either. Inside the boat, engineers created the lightest and strongest interior ever in a Regal, specifically by looking at every component inside the boat. If Regal could build it or source it lighter, without compromising quality, it did. The result is a boat that at fewer than 1,5876kg is one of the lightest boats on the market. This significant weight reduction allows the 5260 to really perform at peak levels – the fastest, quickest and most fuel efficient.

The third component in the 5260's design philosophy and its positioning in the marketplace is true Regal mission statement material: customer satisfaction. But instead of focusing solely on typical post-sale experiences, Regal interacts with the consumer pre-sale – by allowing them to actually have a hand in how the boat is designed. Buyers can choose from a multitude of layout options, fabrics, countertops -- you name it.

This customisation is only half of the buying experience, as Regal has been offering the 5260 for sale at a pre-production price far below the price of competitors' similar products. In addition, this philosophy allows the dealer to get up close and personal with its customers, hosting and interacting with them to build their dream boat. A progressive and forward thinking stance on the styling, design and ownership experience has elevated Regal's flagship and ushered in a new era of yachting; one which gives an owner the power of choice, the exhilaration of ride and a look like no other. In other words, a dose of culture shock when every other builder wants to give owners off-the-shelf designs.