



*Chris + Craft*

*Frauscher*

*REGAL.*



**Premier Marine**

Luxury Performance Boats from 19 - 100ft

## **MEDIA RELEASE**

**For Immediate Distribution**

**29 May 2011**

### **CHRIS CRAFT ANNOUNCES ALL NEW LAUNCH 20 MODEL**

#### **The smallest entry to our bowrider market makes waves!**

Premier Marine announces the Australian release of Chris Crafts' all new model, the 2011 Launch 20 bowrider.

The name Chris Craft conjures up images of the world's finest pleasure-craft and is renowned as your James Bond Boat. These premium boats have appeared in Hollywood blockbusters including Mission Impossible III, Fools Gold and The Proposal.

In the 20 Launch, you will find the roomy and comfortable bow seating "best in class" with large oval stainless steel hand-rails, stainless steel drink holders, and MB Quartz speakers. Concealed under the bow seating are two storage bins as well as a molded anchor storage compartment designed to hold most 7-10 pound ground tackle. As you move aft through the large walk-through opening to the main cockpit, you will find a complete stainless steel framed curved glass windshield, which is not normally found as standard equipment in this size range.

The new automotive-styled helm area and glove box accommodate all necessary controls, gauges, and switches in a highly-styled aluminum perforated dash, in the traditional Chris-Craft style. Built into the floor is a full-length ski locker and standard cooler. Also new for 2010 is the padded Sea Grass carpet mats which add a touch of luxury and comfort to your boating experience. Our design team is constantly searching for new ideas and components.

As you take the boat out for a spin on the water, one cannot miss the brand new cockpit helm seats that incorporate large diameter stainless steel arms and headrest handrail features.

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[www.premiermarine.com.au](http://www.premiermarine.com.au)



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Chris-Craft spare no expense by using all rotocast molded seat shells, roll-pleated expanded marine vinyl, and extensive use of double top-stitch accents. To top it off, the new seats now sit on solid stainless steel pedestals, which are not only beautiful, but provide a strong base upon which to captain your boat. Moving aft toward the transom is the full aft seat with built-in bimini storage, upholstered motor hatch, and, of course, our signature teak inlaid swim platform.

Chris Craft's Engineering and Manufacturing teams are riding the wave of technology to create the most elegant and functional product you will find on the water. The use of high quality stainless steel and teak components truly differentiate a Chris-Craft from the rest of the "me too" boats out there.

The first motorboat ever built in the world, in 1874, a Chris Craft has been the choice of Hollywood heroes including Katharine Hepburn, Dean Martin and Elvis Presley. And closer to home, we've seen Hugh Jackman and Russell Crowe cruising on the 28 Launch and Corsair, which is the epitome of Chris Craft and Sydney Harbour pleasure boating.

Premier Marine is the Australia-wide importer and distributor for Frauscher and is based at the exclusive Rose Bay Marina in Sydney. For more information, please contact Lee Poulson on 0430 351 876 or email your enquiry to [lee@premiermarine.com.au](mailto:lee@premiermarine.com.au)



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