

## CruiseCraft Appoints New Melbourne Dealer

CruiseCraft has announced the appointment of Fleet Marine as their new Melbourne and Victorian dealer for CruiseCraft boats. Fleet Marine is a well established and respected marine retailer that has recently relocated to an expansive, purpose built marine showroom.



Above: At the new CruiseCraft dealership, Fleet Marine are dealership principal Simon Miller with Sales Manager Brett Johnstone.

For dealership principal Simon Miller, the appointment as a fully fledged CruiseCraft dealer brings his personal association with CruiseCraft the full circle.

“I have always loved the CruiseCraft brand,” Simon Miller said from his plush dealership in the southern bayside suburb of Chelsea Heights.

“Prior to my involvement in the marine industry, I actually owned three CruiseCraft boats at different times. These were two CruiseCraft Resort 6 bow riders and then a CruiseCraft Explorer 625 which I used for family boating.”

“Cruise Craft design and build fantastic boats. They are superb for our boating conditions on Port Phillip Bay.”

“When the opportunity presented itself to be the CruiseCraft dealer for Melbourne I jumped at it. This is a wonderful opportunity to represent a true icon of the Australian marine industry, an absolutely first rate, high quality fibreglass brand.”

According to Peter Benston, National Sales and Marketing Manager for CruiseCraft, the appointment of Fleet Marine is a major coup.

“We are exceptionally impressed with Simon and his team at Fleet Marine,” Peter Benston said. “Their undercover showroom is one of the biggest in Australia and their facilities are brand new. We could not ask for anything better in terms of comfort and presentation for prospective CruiseCraft customers.”

“Fleet Marine is a well established dealer with a fine reputation for selling and supporting quality boats. We know that he will do a great job with the CruiseCraft brand and our CruiseCraft customers.”

Simon Miller has already committed to stocking the full CruiseCraft range of Explorers, Outsiders, Executives and resort bow riders at Fleet Marine.

“This is a range of boat with many features and benefits of the brand,” Simon said. “It takes time, patience and an understanding to sell a quality product like CruiseCraft, it doesn’t happen overnight and we are prepared to work with and support the market.”

“I have always maintained that with CruiseCraft, you may perhaps buy cheaper, but you will never buy a better quality boat.”

Fleet Marine replaces the previous CruiseCraft dealer, Prestige RV of Geelong, who have retired from the marine industry to concentrate their efforts on their caravan business.

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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