

CruiseCraft Delivers Big Giveaway on Fraser Island

Australia's premier fibreglass trailerboat manufacturer, CruiseCraft, has thrown their support behind the 25th Anniversary Toyota Fraser Island Fishing Expo by giving away a new Explorer 500 as part of the huge tournament prize draw.



Held each year on Queensland's renowned Fraser Island, the hugely successful fishing tournament again surprised all in 2008 with record attendance and over \$200,000 worth of premium prizes from Australia's leading brands.



CruiseCraft has been involved with the Fraser Island fishing tournament for a number of years and enjoys being associated with an event that promotes fun and safe boating equally with sustainable fishing practices and environmental management.



L-R: Barry Nichols (CruiseCraft), Leanne May Read, Kevin Nichols (CruiseCraft) and Cliff Arnold (Yamaha Motor Australia)

Again CruiseCraft was represented in the fishing fold with their customer-based Team CruiseCraft vying for angling glory. While their fishing team managed to deliver a good result on the tournament score board, the big winner for the weekend was Ms Leanne May Read from Toowoomba who was the lucky recipient of the CruiseCraft Explorer 500 powered by a 100hp Yamaha F100 4-stroke outboard.

“This year’s tournament would easily be the biggest we have seen,” said Peter Benston, Sales and Marketing Manager at CruiseCraft.



“Our factory-backed Team CruiseCraft had an absolute ball with team members across all boat models enjoying the great fishing that Fraser Island has to offer. This is a special tournament and we are really fortunate to be involved.”

This annual fishing tournament attracts 1500 of Australia’s best and most dedicated anglers who compete across a range of categories over a hotly contested 7 days. The fertile waters cradling the eastern side of the island provides some of Australia’s finest beach fishing while boating anglers enjoy solid catches of reef fish.

Proudly Australian owned and manufactured in Queensland, by Queenslanders, the CruiseCraft boating brand is a household name and a familiar presence at the Fraser Island Fishing Expo. While Team-CruiseCraft is principally a gathering of customers and their beloved boats, even CruiseCraft management could not keep away with several of the Nichols family eager to participate in the fishing fun.

“The entire CruiseCraft family love our fishing as much as we love our boats,” said Peter Benston.

“Our passion is reflected in the way we build our boats that are purposefully designed as strong and functional bluewater fishing platforms. We don't need much of an excuse to get out and fish but we also realise that the more time we spend fishing from our own brand of boat, the more refinements we can make and the better the boating package becomes for our customers.”

A standout CruiseCraft model amid the Team CruiseCraft fold was the latest fishing model release, the Explorer 685. With an enormous cockpit space of 5.67m² on a deck of 6.85m in length, the Explorer 685 is fully loaded for offshore fishing with a thoroughbred bluewater hull and suite of features for long days at the shelf.

After celebrating the Silver Anniversary of the Fraser Island Expo in 2008, CruiseCraft is already looking forward to the 2009 event with another high quality prize giveaway and an even bigger appearance from Team CruiseCraft.

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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