

CruiseCraft Returns to Gladstone

The CruiseCraft brand of boats is making a welcome return to the Gladstone and regional market with the appointment of Gladstone Marine Centre as the authorised dealer.



The Gladstone region has been a solid market for CruiseCraft with a large number of boats being sold by the then incumbent dealer. However, with the dealership closing a new opportunity presented itself.

“We always viewed the CruiseCraft brand as a quality and solid competitor,” said Mick Tedford, Sales Manager for Gladstone Marine Centre.

“So when the opportunity came to become an authorised CruiseCraft dealer we seized the chance. There are plenty of CruiseCraft boats in this region and the fact that we have seen precious few come through this dealership as trade-in indicates the passion which CruiseCraft owners have for their boat.”

“CruiseCraft customers hang on to their boat because they are good and they like them. It’s that simple.”

Gladstone Marine Centre is a 20 year established dealership which services the central Queensland region, from Rockhampton in the north, Maryborough in the south and inland to Emerald. The majority of customers are salt water reef fishermen who can often travel up to 40 Nm or further offshore.

“We have done our research on the CruiseCraft boats and confirmed what we had perceived to be the case... these are high quality boats. Their finish is excellent and their manufacturing processes right up there with the best.”

“And we are impressed with the factory’s ability to take orders and deliver boats to customers without unnecessary delay. That’s a big plus.”

According to Peter Benston, National Sales and Marketing Manager for CruiseCraft, the appointment of Gladstone Marine Centre is a significant achievement.

“We have been very keen to continue to support our customer base in the central Queensland region,” Peter Benston said.

“Forming a partnership with Gladstone Marine Centre is a fabulous outcome. The dealership is an icon in the region and is highly respected by customers and the industry alike.”

Gladstone Marine Centre will stock both the CruiseCraft Outsider and CruiseCraft Explorer ranges of CruiseCraft boats.

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.

For further information contact;

Peter J. Benston
Sales and Marketing Manager
CruiseCraft Boats Pty. Ltd

Ph: (07) 3390 4877

Fax: (07) 3390 5756

Email: peterb@cruisecraft.com.au

Web: www.cruisecraft.com.au

