

Two New Models On The Way At CruiseCraft

At a time when the global marine industry has been reeling under the weight of the Global Financial Crisis, Brisbane based boat manufacturer CruiseCraft Boats has been busy developing new models.



These two soon-to-be-released CruiseCraft boats are well advanced in tooling and confirm that this third generation family owned business is proactive in catering to changed market conditions.



The first of the new release models to go into production will be the CruiseCraft Explorer 485. This is a tidy rig which bears all the hallmark CruiseCraft standards of quality, value for money and superior design.

Also nearing completion in the tooling section is a bigger Explorer, the Explorer 530. This model hits the sweet spot with the boat featuring a classic rolling offshore style gunwale line. This new CruiseCraft model is quite deceptive in appearances and looks to be significantly bigger than its stated 5.3m length.

According to Peter Benston, National Sales and Marketing Manager for CruiseCraft, the two new models are the result of extensive consultation with the CruiseCraft dealers network together with customer feedback gained at the national boat shows.

“We have been listening to the market and observing our customers,” Peter Benston said.

“Significantly, our two new CruiseCraft models are at the entry level end of the Explorer range. They are to be marketed as excellent value for money CruiseCraft packages bearing all the traditional CruiseCraft values of high quality, superior performance and seaworthy handling.”

“Just as they are well targeted at new first time boaters, they are equally relevant to boaters stepping up from an aluminium boat, or those down sizing from bigger rigs.”

The two new CruiseCraft models are expected to be in production February 2010. The full line of CruiseCraft Explorer models for 2010 will therefore include the Explorers 685, 625, 575, 530 and 485.

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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