

Automotive Neighbours Take Helm At Rising Sun Marine

The well respected management team behind automotive group Honeycombes Cars has banded together to acquire the popular marine retail business Rising Sun Marine. Based in the heart of northern



Rising Sun Marine Business Manager Philip Mason

Queensland's 'capital city' Townsville, Rising Sun Marine has been serving the thriving boating and fishing community for over 30 years with retiring owner Greg Millard leaving a strong business legacy for the new team.

Rising Sun Marine offers a wide range of boating brands including their flagship fibreglass boat line-up from CruiseCraft and the aluminium range of Sea Jay and TABS leisure boats. Backed by Australia's best selling outboard brand in Yamaha, the boating options available at Rising Sun Marine are strong with the new owners keen to keep this successful recipe unchanged.

"It is business as usual," said Rising Sun Marine's new Business Manager Philip Mason.

"While we are still keen to introduce a range of new packages of our own, we still want to mirror the success of Greg Millard's retail philosophy."

According to Peter Benston, Sales and Marketing Manager for CruiseCraft Boats, the new faces behind the Townsville dealership represents exciting times ahead.

“To have an experienced automotive management team behind the marine retail business can only be beneficial,” said Peter Benston.

“The professionalism and customer focus of Honeycombes Cars will be invested in the day to day running of Rising Sun. We expect the CruiseCraft brand to gain even more momentum with this injection of expertise. Townsville is a strong boating community and fits well with our Explorer and Outsider fishing models.”

Townsville continues to progress as the economic capital of northern Queensland with a thriving economy built on agriculture, mining, manufacturing and services. With its close proximity to the Great Barrier Reef and Magnetic Island, Townsville is also a vibrant tourism hotspot with marine leisure a key interest for visitors from around the world.

“What’s been happening in the city has been unreal and it looks like continuing into the foreseeable future,” said Philip Mason

“While people here work hard for good money, they also appreciate the city’s tropical, relaxed lifestyle and are keen to take advantage of it. We offer a range of boat models that are suitable for diverse boating locations from creeks, the bays and to the reef.”

Rising Sun Marine is located in Cross St between the bustling Bowen and Ross River Rd. An experienced staff of 14 take pride in offering the highest level of customer service. A large air conditioned showroom displays the latest CruiseCraft models.

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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