

Winter Sales Surprise At Streaker Boats Expo

Streaker Boats has welcomed in the Melbourne winter with a successful two day boating Expo at their retail premises in Bayswater. Turning the tide of Melbourne's pre winter slow down of boating activity, the Streaker team pulled out all stops to attract an enthusiastic crowd, and more importantly achieve solid sales across their product range.

The popular Melbourne boating retailer held nothing back when it came to Expo attractions with strong displays from key brands including Yamaha, Quintrex, Larson and their own Streaker boat product line. While the May period is often quiet on the boating front, the Streaker team felt the time was right to engage with their customers and hold a two day event dedicated to all things boating.



As Victoria's only Platinum Yamaha dealer, the Yamaha goodies were plentiful. Destined to be a crowd pleaser, the Yamaha SuperTank was on hand to demonstrate fishing techniques and tips to the waiting crowd while the new 'world-first' Yamaha F350 V8 took pride of place in the Streaker showroom. Also on display was one of the few SHO Wave Runner models in Australia.

“We wanted to ensure that Melbourne boaters continued to retain their interest in boating & fishing, even though the best of summer had recently passed by,” said company co-director Leon Savage.

“Judging by the success of the Expo weekend, our plans have paid off and we’re pleasantly surprised with the response from those that attended. We offered a range of attractions with the Yamaha Super Tank easily the highlight of our displays. It goes to show that keen boaties are thinking about their boating and fishing even in the winter time.”



In addition to the attractions, Streaker offered some exceptional incentives to boat buyers. Customers who purchased new Streaker, Quintrex or Larson boats were treated with up to \$1000 dollars worth of free accessories while new WaveRunner buyers received a free PWC cover. Lowrance sounders were up for grabs in the ‘in-store giveaways’ while those wishing to make use of Yamaha’s online YMF finance facility had all application fees waived by Streaker over the two days.

The Expo also heralded in the fresh new Yamaha factory cash back program, a Fist Full of Dollars, with many boaters reaping the rewards by powering their new rig with a Yamaha 4 stroke outboard.

Entry to the Expo was free for customers and crowds were also treated to a complimentary BBQ plus the chance to grill the experts with key representatives from major manufacturers on hand to field customer questions.

Streaker Boats is a leading Melbourne marine retailer, being authorised dealers for Quintrex, Streaker, Larson, Yamaha outboards and Wave

Runners. The company is one of the few Yamaha dealers in Australia that has been awarded the status of Platinum dealer.

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