

## **Webbe Marine Joins Aimex**

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Sydney based marine retailer Webbe Marine has successfully structured a joint venture strategy with Sailfish Catamarans to market and sell the Sailfish brand through the eastern states of Australia.

After three years of exceptional success in Australia, this marketing model is now being extended with Webbe Marine taking up the export marketing function for Sailfish.

The initial foray into export will be the Dubai boat show. Webbe Marine in conjunction with Sailfish Catamarans will be exhibiting with a view to both establishing the demands of the local market, along with the opportunity to sell product.

“We have structured Webbe Marine to focus exclusively on catamarans,” Gavan Daly of Webbe Marine said.

“We find that customers appreciate our absolute commitment to power catamarans in general and the Sailfish – Honda combination in particular.”

Sailfish Catamarans is owned by Darren & Julie-Ann Foster and commenced operations at Alstonville, Northern NSW in 1993. Sailfish boats are manufactured in a purpose built factory that includes areas for aluminium boat fabrication & welding, custom spray painting booth and boat fit out bays.

The Sailfish brand continually meets the stringent standards required by government and maritime authorities, professional fishermen, safety & rescue bodies as well as a large number of pleasure craft owners.

Sailfish is acknowledged as the best in field by leading commentators and professional boating journalists.

The Sailfish range comprises models from 6.2m to 12.0m across three distinct model ranges that Platinum, Gamefisher and Weekender series.

For more information contact

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