

Yamaha Appoints Melbourne's Biggest Dealer

In a move regarded as a major coup for the brand, Yamaha has announced the appointment of Fleet Marine as a fully authorised Yamaha Outboards and Yamaha Wave Runner dealer.



Fleet Marine is situated in the southern suburbs of

Melbourne at Chelsea Heights, a beachside suburb near the shores of Port Phillip Bay and located in a residential wedge which has a strong representation of boating families.

Having operated in the Melbourne marine industry for a number of years, Fleet Marine dealership principal Simon Miller recently took the major initiative to relocate to new premises. The Fleet Marine property at Chelsea Heights has the biggest undercover boat showroom in Melbourne, if not Australia. With the carpeted showroom floor, mezzanine display area and administration offices combined, the floor space is some 3,000 sq m.

Added to that is an expansive off road and sealed customer parking area and a sizeable service centre.

“We are delighted to have Fleet Marine represent our Yamaha brands,” said Robin Dayes, Victoria/Tasmania State Manager for Yamaha Marine Products.

“In the Melbourne market, Fleet Marine has the largest and most professional presentation. This is a marine dealership where customers can visit and feel that they belong in a superbly presented showroom with lots of space, easy access and no pressure.”



Already Simon Miller has a great range of Yamaha Wave Runners on display at Fleet Marine with good stock holdings in hand for immediate delivery. The range of Yamaha 2-stroke and 4-stroke outboards is growing rapidly. With Yamaha Motor Finance and Yamaha Marine Insurance also available, customers can be assured that Fleet Marine is truly the one stop boating shop.

According to Simon Miller at Fleet Marine, winning the Yamaha dealership is a major benefit to his customer base.

“Yamaha is the market leader for the simple reason that their outboards are the best quality engine on the market,” Simon said. “They have the best range of two-stroke and four-stroke models, so it’s only natural that I would want to offer the best in outboard power to my customers at Fleet Marine.”

“To enter these magnificent premises and have something other than Australia’s leading brand on showroom floor would be nothing short of an anti climax. My aim is to delight my customers and with Yamaha on board, I’m sure that we are well on the road to achieving this.”

Fleet Marine is the authorised agent for an extensive range of quality aluminium and fibreglass boats. The dealership stocks and sells Noble Super Vee plate aluminium boats, Formosa aluminium boats, CruiseCraft quality

fibreglass boats and the superb Wellcraft range of fibreglass boats from the US.

Yamaha outboards are available through an Australia-wide network of authorised Yamaha outboard dealers. All Yamaha 4-stroke outboards are supported with a full 4-year manufacturer's warranty and all 2-stroke outboards are backed by a 3-year warranty – standard conditions apply.

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