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GOLD COAST CITY MARINA EXPANDS ITS BUSINESS WITH A NEW BOAT HOIST

Australia company purchases Marine Travelift's 50 BFMII

STURGEON BAY, WI (April 4, 2011) – Gold Coast City Marina in Queensland, Australia is one of the largest growing marinas in the southern hemisphere who can accommodate superyachts seeking refits, blasting, paintwork and maintenance along with other superyacht facilities, marina berths, dry storage, boat sales and brokerage. To maintain its economic growth and development, the company decided to replace its existing eight-year-old 40-ton unit that needed an extensive overhaul with a new Marine Travelift 50 BFMII boat hoist.

Gold Coast City Marina teamed with Marina Projects (NZ) Ltd., a well-known supplier and specialized Marine Travelift dealer for over 30 years. Together they determined the 50 BFMII was an ideal boat hoist replacement for the facility.

“The marina recognized and appreciated the quality of Marine Travelift’s equipment,” said Malcolm Fisher, sales manager at Marina Projects. “They realize the value in owning equipment that’s going to last as their business continues to grow.”

Steve Sammes, general manager at Gold Coast City Marina commented about the new machine. “The GCCM facility sees around 3,000 boats per year coming through the shipyard, so our equipment needs to be of the highest quality and reliability.”

The boat hoist was modified to accommodate the marina’s height and width specifications to lift larger yachts without needing to remove rigging and included paint customization to match Gold Coast City Marina’s corporate image.

Sammes envisions increased growth and performance with the new boat hoist. “The versatile 50 BFMII ticks all the boxes for our operators, the machine performs beautifully, with extremely smooth hydraulic controls. Our customers often comment on how quiet the machine is when running and are amazed as to how smoothly their vessels are lifted out from the water.” He concludes, “All in all, it really compliments our professional standards within the shipyard operations here.”

“Gold Coast City Marina was motivated to purchase a quality product from a well-known worldwide company,” said Fisher. “And they were certainly happy when the new 50 BFMII was delivered to them in early 2010. This is significant given their long time brand loyalty to a local boat hoist manufacturer.”

Marine Travelift has been pioneering the boat handling industry for over 55 years by constantly designing bigger and better machines with an expanding set of standard features and options. Marine Travelift currently offers boat hoists that range from 15-ton all the way up to 1,000-ton capacity.

For more information about Marine Travelift and its full range of mobile boat hoists, call (920) 743-6202, e-mail the sales team at sales@marinetraavelift.com or visit www.marinetraavelift.com.

The world's first mobile boat hoist was conceptualized and manufactured in Sturgeon Bay, Wisconsin, in 1945. Officially established in 1954, Marine Travelift Inc. has a long-standing reputation as a marine industry leader and is recognized for its tradition of excellence on a global scale. The company manufactures mobile boat hoists, marine forklifts, self-propelled transporters and other related marine lifting products. It also has an extensive U.S. and international dealer network, with more than 3,500 units in service worldwide.

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