

## FOR IMMEDIATE RELEASE

Marine Travelift Inc.  
49 E. Yew St.  
Sturgeon Bay, WI 54235-1976

Contact: Amy Paul  
Marketing Communications Specialist  
(920) 743-6202  
amy@marinetravelift.com

### GLOBAL MARINE ECONOMY PROSPERS WITH ADVANCED LIFTING SOLUTIONS

Marine Travelift sees an increase in 100 BFMII mobile boat hoists

**STURGEON BAY, WI (June 21, 2011)** – Marine Travelift is proud to recognize the recent increase in commerce of its 100 BFMII models during the month of May, selling seven of its 100 BFMII (100-ton) mobile boat hoists to four international and three domestic customers.

The surge in sales is a positive indicator that the marine industry is rebounding from its economic downfall in 2008. “Vessels have continued to develop in size and weight; and marinas and shipyards remain invested in the future of the industry,” says Stephan Chayer, international sales director at Marine Travelift.

The lead off customer, Sanya Serenity Marina, is the first world-class marina located off the southern Chinese Island of Hainan. The marina purchased a Marine Travelift 100 BFMII to handle multiple vessels onsite including 324 full-service berths, a repair and maintenance workshop. The specially designed 100-ton mobile boat hoist includes extra height and width to accommodate tall and wide catamarans. Sanya Serenity Marina has also been selected as the host-port for the Volvo Ocean Race 2011-2012.

The Canaries Government purchased its first Marine Travelift for Arguineguin port. The government-run facility serves the island’s largest fishing fleet, ferries and local boats.

Porto Marina Astúrias, a well-known established marina in Guarujá, Brazil purchased the 100 BFMII mobile boat hoist to stay current with the booming marine economy. The new 100-ton will work side by side with their 50-ton mobile boat hoist.

First time Marine Travelift customer Astilleros OFION (Shipyard) purchased the 100-ton mobile boat hoist for its family fishing boat and seafood export business. Located on the Yucatán Peninsula in Mexico, the boat hoist was purchased to lift and maintain their wooden fishing boat fleet (80-90 vessels) and to initiate a new ship manufacturing facility to build fiber glass and other deep draft vessels.

MarineMax, the nation’s largest recreational boat and yacht retailer, and a longtime Marine Travelift client, recently replaced its existing Marine Travelift 80 BFM mobile boat hoist with a 100 BFMII mobile boat hoist at its Dania Beach Service Facility. The MarineMax Dania Beach Service Facility is located on the Dania Cut Off Canal just off the Intercoastal Waterway near the Ft. Lauderdale Airport. The customized features of this new hoist include a sailboat top beam extension and all wheel electronic steering for increased flexibility and precision handling. MarineMax recognized the need to increase the lifting capacity in this south Florida market and to stay competitive with industry growth.

Seminole Boatyard, also located in southern Florida purchased the 100-ton mobile boat hoist to stay competitive with its business. The boatyard provides significant repair and services for large yachts and commercial vessels. A repeat Marine Travelift customer, Seminole Boatyard still employs a 75-ton Marine Travelift and is replacing its existing 100-ton mobile boat hoist with the new 100 BFMII.

Pensacola Shipyard, a marina and boatyard in Florida, has worked with Marine Travelift for many years. The facility offers extensive refits, service and repairs, as well as long term and hurricane storage on yachts and commercial vessels. The 100 BFMII mobile boat hoist replaces the boatyard's 32-year-old machine. Two increased efficiencies of the new 100 BFMII include the optional wireless remote control and work and drive lights.

Marine Travelift currently offers boat hoists that range from 15 to 1,000 metric 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](mailto:sales@marinetraavelift.com) or visit [www.marinetraavelift.com](http://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. Pioneering the boat handling industry for over 55 years, Marine Travelift is constantly designing bigger and better machines with an expanding set of standard features and options. 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.*

###