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INTERNATIONAL DEALER MEETING CONNECTS COMPANY WITH DEALERS AND ENGINEERS

Marine Travelift hosts four-day international dealer meeting

STURGEON BAY, WI (November 10, 2011) – Marine Travelift, a world-renown manufacturer of mobile boat hoists, marine forklifts, self-propelled transporters hosted a four-day international dealer meeting on September 19th – 22nd.

The meeting was attended by over 30 dealerships from Canada, South America, Europe, India, Asia, Japan, the Middle East, the United States, and Australia. This year's event began in Norfolk, Va., at Colonna's Shipyard, Inc., home of the world's largest mobile boat hoist – a 1000 metric ton Marine Travelift mobile that was designed to provide immediate vessel repair and a timely return to service.

While on-site, attendees received interactive training and were able to view physical demonstrations of the Marine Travelift 1000C launching a 600 ton tug boat. After the shipyard visit, the guests traveled to Marine Travelift's headquarters in Sturgeon Bay for the duration of the dealer meeting.

"It was great kicking off the meeting in Virginia and meeting the other dealers. We all watched as the 1000C mobile boat hoist performed effortlessly in Colonna's yard," said Craig Lewis of Shul-Mar Equipment, Inc., a Marine Travelift dealer from Virginia.

Packed with Marine Travelift product presentations and discussions, dealers were given the opportunity to exchange ideas and suggestions on a variety of topics affecting their businesses. Dealers conversed about current industry trends and the marina industry's economic progression.

Marine Travelift used the four-day dealer meeting to focus on dealers and developing a greater technical understanding of the Marine Travelift product lines.

Stephan Chayer, managing director of international sales at Marine Travelift believes the meeting was successful. "We had great attendance numbers from dealers all over the world. Their participation was not only valuable to Marine Travelift, but also to the other dealers when they shared their comments, opinions and suggestions."

Other presentations at the dealer meeting included training from the parts, service, and engineering departments to further the support of the dealerships.

For more information on the full array of boat handling equipment, please contact Marine Travelift. Call (920) 743-6202, e-mail the sales team at sales@marinetravelift.com or visit www.marinetravelift.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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