

Photography:

KKMI's formal christening of the Marine Travelift 50 BFMII, the "Haully Green Giant." Valued clients Bill and Paula LeRoy, owners of the Cal 40 *Gone with the Wind*, played a pivotal role in the special event.

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**KKMI PURCHASES MARINE TRAVELIFT 50 BFMII TO ENHANCE
"GREEN" OPERATIONS AT ITS NEW SAUSALITO BOATYARD**

"Haully Green Giant" Formally Christened and Put to Work in May 2010

STURGEON BAY, WI (November 15, 2010) – San Francisco Bay-based KKMI has purchased a Marine Travelift 50 BFMII mobile boat hoist for its new Sausalito boatyard facility, sister to the original KKMI location in Point Richmond.

The new facility is designed to preserve the integrity of Sausalito's working waterfront; showcase KKMI's best management practices, especially in the arena of environmental compliance; and offer top-quality professional services to local boaters. According to CEO Paul Kaplan, every aspect of the operation needed to be compatible with these goals — and that included the new Marine Travelift mobile boat hoist.

To start, the 50 BFMII would have to be, as he put it, "the greenest hoist ever built."

"Our customers are passionate about the water and the environment, but let's face it, boatyards are where toxic materials can meet the water," Kaplan said. "It's our responsibility to manage this property the right way, and we're one of the first yards in our market to address these issues to the extent we have. It's a big investment."

KKMI worked closely with Marine Travelift's engineers as they developed the new hoist, which incorporates recycled aircraft tires. Its hydraulics run on mineral-based biodegradable oil, and the machine's Cummins Tier 3 diesel engine uses biodegradable fuel. The engine complies with or exceeds California's latest emission requirements.

Additional touches include flat-faced O-ring designs in the hydraulic fittings, which prevent system leaks; hydraulic flex lines covered in protective cordura material, which help prevent potential leaks and hose degradation; and the composite articulated pivot trunnion and composite self-lubricating block adjusts, which do not require greasing.

What's more, KKMI requested that the new machine feature Marine Travelift's Sound Suppression Kit Level II, which incorporates a hospital-grade muffler, foam and louvers for maximum sound suppression. The kit proved to be essential.

"We need to operate 24 hours a day in case of an emergency, such as a boat sinking, that could adversely impact the environment," Kaplan explained. "But this is an area with live-aboard

houseboats in the marina, so our predecessor here in Sausalito was only allowed to operate his machinery from 7:30 a.m. until 4 p.m.

“With the new machine, however, the city agreed to give us a 24-7 operating permit due to its quietness,” he said. “That helps our revenue, it helps the environment, and it provides a valuable service to the community.”

KKMI also worked with the Marine Travelift team to ensure that its new 50-ton mobile boat hoist would be ideally suited to an important segment of the yard’s market: high-profile, deep-draft and racing sailboats.

“San Francisco Bay is a sailor’s bay,” Kaplan said. “We don’t have cruising grounds the way other destinations do, but a lot of people get exposed to sailing here, and we grow with them. A lot of our customers end up cruising their boats all over the world, but they continue their relationship with us because we provide a superior ownership experience.”

To accommodate such vessels, Marine Travelift engineers added height to the machine and incorporated the innovative sailboat top beam extension. With the extension, the top beam is moved forward to provide additional clearance from the forestay while it’s still in position. This means a boatyard can lift a much larger number of sailboats without needing to adjust their rigging, and it allows the yard to accommodate more types of vessels — including large motoryachts, pilothouse vessels and megayachts with tall superstructures.

Finally, Kaplan acknowledged the importance of Marine Travelift’s wireless remote control, which offers a important measure of safety.

“When we redesigned the Sausalito property, we tried to separate customer access areas from industrial operations, but there was simply no way to do it. So we knew we had to have a machine that would operate at the highest level of safety. Improved productivity and less manpower were additional benefits.”

The new Marine Travelift 50 BFMII began work at KKMI’s Sausalito boatyard on May 3, 2010. An 88-ton Marine Travelift sister hoist handles operations at the Point Richmond yard.

“A machine like this is more than just a bunch of steel to us,” Kaplan said. “We wanted our team to feel a sense of ownership, so we held a naming contest. The winner named our 88-ton machine ‘William Randolph Hoist,’ after the West Coast publishing magnate.

“When the new machine arrived in Sausalito, we held another contest and christened it the ‘Haully Green Giant,’” he continued. “And rather than just put it to work, we gave it a proper christening in conjunction with Bill and Paula LeRoy, valued long-term clients and the owners of the Cal 40 *Gone with the Wind*.”

According to Kaplan, the 88-ton Marine Travelift hoist’s performance contributed greatly to KKMI’s decision to purchase a second Marine Travelift machine for the new yard.

“The 88 has always performed exactly to our expectations,” he noted. “It’s a great piece of equipment, so it was natural for us to approach Marine Travelift for the new machine. We did look at competitors, but no one else could make a seductive enough proposition.

“Marine Travelift does an unbelievable job, from the engineering, quality and sales support to the after-sales support and all-around business ethics,” Kaplan added. “They understand our needs very well, and it was a collaborative environment. We had lengthy and candid conversations, because we knew exactly what we wanted. And we got exactly what we asked for.”

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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