

N e w s R e l e a s e

For immediate release

11 December 2019

THE SOUTH COAST BOAT SHOW TO EXPAND IN 2020

WITH SUPPORT FROM HEADLINE SPONSOR RAYMARINE

The 2020 South Coast Boat Show will take place over the weekend of 15-17 May, at Southampton's stunning Ocean Village Marina. Now in its second year the show, organised by the South Coast Boat Dealers Consortium, is carefully curated to attract serious buyers.

On show will be global power and sail brands, perfect for those who are looking to purchase a brand-new vessel immediately, or within the next 6-18 months.

Due to exhibitor berthing selling-out in 2019 and requests for a shoreside exhibition area, the organisers have responded with additional berths for top-end brands, and a land-based marine exhibition space for ancillary services such as associated gear, finance, insurance and more.

Raymarine is proud to come onboard as the headline sponsor.

"Given that we are a world leader in high performance marine electronics," says Harry Heasman, Raymarine's Head of Sales UK, "we are very interested in being part of this show's success story. The South Coast Boat Show offers a fantastic platform for our new product range.

"Last year we saw it attract consumers who were looking to invest in top quality products in the near future, so it makes sense for us to be there as a headline sponsor and to showcase our latest product range, including DockSense™, our assisted docking system."

The show is timed perfectly for those wishing to get afloat in a stunning 20-60 foot sail or power boat next summer. Brokers from across the region will be on hand, ready to offer expert knowledge and guidance throughout the process of buying, whether it's a first, second or third purchase.

“The South Coast Boat Show will provide a magnificent showcase to global brands,” says Scott Farquharson, MDL’s Ocean Village Marina Manager. “We’re really pleased that our marina has been chosen once again to host the event.

“We’re expanding the show for 2020 as we’ve even more sail and power brands wanting to exhibit. They’ve obviously heard about the quality of the visitors to the show, and the benefits of business on our pontoons. Plus we’re really excited to be creating a shore side arena for additional related exhibitors, like insurance and finance.”

Keep an eye on southcoastboatshow.com for registration opening, and to find out more about exhibitors.

Editors’ notes

Images

For a high res version of The South Coast Boat Show logo, please visit MAA’s media centre at maa.agency.

Raymarine DockSense™

- Raymarine DockSense™ assisted docking system is the recreational marine industry's first object recognition and motion sensing assisted docking solution. DockSense systems use intelligent FLIR machine vision camera technology to analyse real-world imagery while integrating with the vessel’s propulsion and steering system to help boat owners in tight quarter docking manoeuvring.
- More about Raymarine: <http://www.raymarine.co.uk>

MAA

- MAA provides simple, no-nonsense solutions to marine companies’ advertising, PR, media buying and communications needs.
- From brand development and marketing materials to website, eCommerce, email campaigns and social media, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA is able to offer unrivalled value to help clients reach their target markets.
- For more information visit www.maa.agency

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