

Colburt Marine Group acquires leading UK boat dealers

1st December 2022

Colburt Marine Group, an investment vehicle focussed on the leisure marine industry, today announced the acquisition of two of the leading boat dealerships in the UK.

Sea Ventures (UK) Limited was originally founded in 1961 as a yacht charter business and transitioned to boat sales in the early 90's. The company has represented the world-famous Jeanneau brand in the U.K. for more than 30 years and have won multiple Dealer of the Year awards. With headquarters on the River Hamble the Sea Ventures organisation has supplied new and used yachts to multiple generations of boat owners.

Atlantic Yachts SW Limited, founded in 2018, is a newer venture with the same calibre of experience and the same determination to provide world class sales and customer service. With offices at Queen Anne's Battery in Plymouth, and now at the new Noss marina on the River Dart, Atlantic Yachts has been the fastest growing boat dealership in the UK over the last 4 years.

Paul Blanc, General Manager of Jeanneau Group, is delighted with the emergence of this new alliance. "The alliance of Sea Ventures and Atlantic Yachts under a shared corporate umbrella, makes perfect sense and is aligned with the corporate vision we have for our diverse Group. Both companies are successful and important time served partners within Jeanneau and Beneteau Group, and together they will provide a strong partnership to present our products to market in a professional manner with strong after-sales and technical support. We wish the partnership a successful future which we look forward to supporting."

Nigel Colley, M.D. Sea Ventures is excited about the future of the new combination. "The Jeanneau organisation has grown in style and substance over recent years and we are able to offer 9 different brands of yachts and powerboats these days, with 7 of these from within the Beneteau Group of companies. By collaborating with Atlantic Yachts, we can extend our market reach and further improve the level of service and boating experience we provide."

Rob Cross, M.D. Atlantic Yachts says: "The timing of this transaction is perfect as it supports our expansion into brand new premises on the beautiful River Dart. Together, we will create new opportunities and be a market leading boat retailer and service provider."

Ian Atkins, Chairman, Colburt Marine Group, was keen to point out the synergies and operational improvements offered by bringing together two successful organisations. "The scope of Jeanneau's offering these days is second to none and this initiative brings new levels of availability, service and support in the South of the UK. We can't wait to get started!"

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