



MDL MARINAS

News Release
For Immediate Release
6 January 2023

MDL Marinas sponsors the Round Britain eRIB Challenge

MDL Marinas is delighted to announce that it will be supporting the Round Britain eRIB Challenge by becoming a Gold sponsor of this phenomenal mission to circumnavigate Britain in an electric RIB.

Scheduled to start from Lyme Regis, Dorset in July/August 2023, the Round Britain eRIB Challenge is an environmental project aiming to assist leisure and small commercial operators in the marine industry in transitioning to a more sustainable future by shining a light on the potential of electric boats.

The challenge involves 17-year-old Harry Besley attempting to drive an electric boat around the coast of Britain during the summer months, raising awareness of the issues around combustion engines and showing that there are environmentally friendly alternatives. Harry also hopes to become the youngest person to drive a powerboat around Britain, and the first person to skipper an electric one.

In its support of the challenge, MDL Marinas will provide space at its South Coast & Green Tech Boat Show (21-23 April) for the Round Britain eRIB team to display the challenge vessel. The show, hosted at MDL's Ocean Village Marina in Southampton, will provide an ideal opportunity for visitors to learn more about the challenge and help raise awareness of the need for more sustainable boating practices.

"The transition to a more sustainable leisure boating market is something we're helping to drive forward through initiatives such as our South Coast & Green Tech Boat Show, and the creation of electric cruising corridors with the installation of electric boat chargers across our network," says Tim Mayer, Sales and Marketing Director at MDL Marinas.

"With a goal and overall mission so in tune with our own, we're delighted to be supporting Harry and the Round Britain eRIB Challenge and look forward to sharing his stories and progress as he makes his epic voyage."



MDL MARINAS

MDL will also be providing berthing and charging for the challenge eRIB at its Hamble Point Marina during the pre-challenge sea trials.

Harry Besley, comments: “We are very grateful to MDL for providing this sponsorship. A large part of the challenge is to raise awareness of the need to transition to sustainable boating. Support from an organisation like this goes a long way, so thank you.”

Round Britain eRIB is backed by several key industry bodies including: The RYA, British Marine, British Ports Association, The Yacht Harbour Association, UK Harbour Masters Association, and The Green Blue.

For more information on the challenge visit www.roundbritain-erib.org

For more information on MDL and its marinas visit www.mdlmarinas.co.uk

Ends

Notes for editors:

MDL Marinas Group Ltd

- MDL Marinas Group is the UK’s leading marina and water-based leisure provider and one of Europe’s largest marina groups, offering members over 160 destinations to cruise to in the UK, France and Spain. Currently MDL Marinas manages 18 UK marinas and one in Spain.
- MDL Holidays is part of the MDL Marinas Group, offering waterside holidays in luxury lodge and holiday park accommodation.
- New to the MDL Marinas Group, MDL Fitness is a range of green gyms where the fitness equipment converts human kinetic energy into electricity.
- MDL Marinas Group is proud to be landlords to over 500 marine businesses, with over 260 staff delivering the unique MDL experience to all berth holders, visitors and commercial partners.
- The company also advises on worldwide marina developments.
- For more information visit www.mdlmarinas.co.uk

MAA

- MAA provides simple, no-nonsense solutions to companies’ advertising, PR, media buying and marketing communications needs.
- From brand development to website design, digital marketing to PR, 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

For media enquiries, more information, product tests, or hi-res images:

MAA

T: 023 9252 2044
E: susannah@maa.agency
www.maa.agency

MAA
Units SF1-2, Endeavour Quay,
Mumby Road, Gosport, PO12 1AH



MDL MARINAS

maa.
marketing | design pr media digital

Susannah Hart

Email: susannah@maa.agency

Tel: +44 (0) 23 9252 2044.

T: 023 9252 2044
E: susannah@maa.agency
www.maa.agency

MAA
Units SF1-2, Endeavour Quay,
Mumby Road, Gosport, PO12 1AH