

Surprises at Auckland International Boat Show

The 2010 Auckland International Boat Show will fly even higher, thanks to new, major sponsor Pacific Blue which will bring international media to New Zealand's premier boat show.

Also new to the show is Panasonic TOUGHBOOK. Peter Busfield, executive director of the Marine Industry Association which organises the show, welcomes the high calibre of sponsors.

"Every year, the boat show makes major steps forward on previous years, in quality of displays, media profile and entertainment," he says. "As it attracts bigger sponsors, we are able to provide even better service to our exhibitors and visitors to the Auckland International Boat Show."

The show, organised by the Marine Industry Association from 11 to 14 March next year, will be an extravaganza of boating delight, featuring new motoryachts and sailboats from the local market and overseas, beautifully restored classic yachts and launches, used boats for sale, latest products in electronics, engines, marine accessories and boating systems, and an even higher level of interactive displays. These will include Coastguard's boat-handling opportunities with a qualified instructor. The new Destination Hall will help boaters of all levels get more fun from their boating time. Friendly, informed enthusiasts will share information on cruising, fishing, sailing and other waterborne thrills in local waters, or – for those seeking overseas adventures – on sailing holidays, resorts and flotilla cruising in Australia and the South Pacific. One lucky family will win the show's gate prize, a yacht charter in Tonga with The Moorings, including flights for two.

Discover Boating, the MIA's new initiative to encourage landlubbers into boating (www.discoverboating.co.nz), will feature prominently in the Destination Hall while Water Safety will run a programme on marine life, safety and environmental issues, aimed at 8-12 year olds. MIA executive officer Peter Busfield says the MIA is inviting schools to attend four-hour, interactive sessions at the show. "The aim is to introduce and educate the next generation into water activities and build their awareness of opportunities and environmental and safety issues," he says.

The Cruising and Safety Hall, an extremely popular addition to last year's show, will return with seminars on topics such as weather, rescue, kayaking, learning to love your diesel engine and passage planning.

Peter Montgomery will reign on the air waves as the voice of the show and Boating New Zealand will celebrate 12 years as major sponsor.

The new boats will include a sailing catamaran from the Robertson and Caine range, the Leopard 38 – badged as a Sunsail 384 – which offers the latest in performance, comfort and an abundance of outdoor space for tropical cruising.

This design, from Sunsail, Robertson and Caine, and Morrelli & Melvin (designers of high performance cats such as PlayStation and the world record setting Cheyenne), features edgy Euro styling and a generous sail plan.

Auckland International Boat Show, 11 to 14 March 2010
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