

## **New destinations 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. The show also welcomes new sponsor 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 feature new motor yachts and sailboats from the local market and overseas, the latest in trailer powerboats and specialist aluminium fishing boats, beautifully restored classic yachts and launches, 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 Pacific Blue 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 – see [www.discoverboating.co.nz](http://www.discoverboating.co.nz) – will feature prominently in the Pacific Blue Destination Hall while Water Safety New Zealand 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.

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.

The Auckland International Boat Show will see TransDiesel Ltd exhibiting as the new Kohler Power Systems dealer for New Zealand and the South Pacific. Kohler Power Systems manufactures a range of diesel-powered marine generator sets, spanning 3.5kW to 500kW and suitable for the marine commercial market. Options include extension for commercial operators to the standard 12-month warranty. Kohler recently acquired Lombardini S.R.L. ENL will display the new Furuno 1835, 1935 and 1945 radar series. These feature ingenious new software that provides super-high resolution imagery, quick user interface and improved display of data, including AIS and ARPA (auto radar plotting aid) targets.

Peter Montgomery will reign on the air waves as the voice of the show.

**Auckland International Boat Show, 11 to 14 March 2010**  
**Viaduct Harbour, Auckland, ph (09) 360 0056,**  
**web [www.aucklandinternationalboatshow.com](http://www.aucklandinternationalboatshow.com)**

Contact: Kerry Ellis

Boat Show

Marine Industry Association

Mobile 021 194 6666

Ph 09 360 0056

Email [kerry@bia.org.nz](mailto:kerry@bia.org.nz)