



PRESS RELEASE

NORFOLK BOAT BUILDERS HAINES MARINE EXPAND MARKET WITH NEW MODEL

Boat builders Haines Marine of Catfield, Norfolk, have just announced the launch of a new model to their range of inland and offshore motor cruisers.

The four berth Haines 26, provides the Norfolk company with a starter boat in their range and will soon be hitting the water just before the boating season gets into full flow.

Whether it's customers requiring a family friendly weekender, a day cruiser for their riverside moorings, or a boat well equipped with all the luxuries required for longer stays onboard. Haines believe with this new addition to their range they may have just the answer.

At a starting price of just over £100,000, at less than 30ft in length and 10ft 6ins in the beam, this boat will expand the company's UK and European markets, enabling Haines to sell onto new waterways where other larger craft are perhaps restricted.



Director and General Manager Justin Haines explained "We recognise that there is demand for both quality and functionality in the smaller boat market. River boats in this market generally have greater inland cruising range due to the craft having a low air draft, boats on the Thames and the Norfolk Broads are restricted by low bridges. This new model, with its air draft below 7 foot, allows customers to explore further afield and often explore the prettiest parts of waterways that larger boats cannot discover. Other boats in our range, our current smallest being 32 foot, are too big for some waterways. It provides us with a product we can sell throughout the UK and into to all European inland waterways."

"Haines have long had a strong reputation throughout Europe for both build quality and the reliability of our boats, although competition from EU builders is increasing, UK boats with high standards of craftsmanship and build quality are still strongly in demand."

"Any new boat has to achieve many things within its design, always making the most of what can be a restricted space. Within the 26 feet of this new motor cruiser, a family of four could sleep in four dedicated berths, six adults could comfortably dine, or a group of eight could have a very sociable day out on the water, flexibility is the key. Also a craft suited to all climates, offering generous space both inside and out, this new model provides us with a boat that will appeal to a wide market place, delivering a lot of boat for the customer." Justin further added.



Haines dealers Norfolk Yacht Agency, with offices based in Horning and Brundall, plan to take delivery of their first Haines 26 in early May. For further details contact boats@nya.co.uk or **01603 713434**.