



(L-R) Dan Chaffe- Parker Boats Brand Manager, Boats.co.uk and Mick Mills MD Sussex Boat Shop

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## **Boats.co.uk: Boats.co.uk Announces Parker Boats Dealership**

Boats.co.uk has been appointed as dealer for Parker Boats, manufacturer of the popular outboard powered sport, leisure and fishing boats. The arrangement comes into force immediately with Boats.co.uk exhibiting six of the new Parker Boats at the London Boat Show in January.

Parker Boats is a major boat builder specialising in outboard motor boats which sell throughout the world. Current UK dealer, Sussex Boat Shop Chichester, will continue to handle the brand in Hampshire and Sussex while

Boats.co.uk will deal with sales and service on the East Coast, West Country and from their facility in Poole, Dorset.

James Barke Managing Director of Boats.co.uk said: “This is a great alliance between Sussex Boat Shop Chichester, Parker Boats and Boats.co.uk. We have been impressed with the Parker boat range for some time and are confident that they will sit neatly alongside our other powerboat dealerships of Princess, Williams, Axopar and Arvor. With the substantial increase in interest in outboard boats recently we were keen to work with Sussex Boat Shop Chichester to bring even more of these superb boats to the UK. Our Parker Boats Manager Dan Chaffe, will ensure the award winning Boats.co.uk service standards are extended to our new Parker owners throughout the country.”

Parker Boats is a subsidiary of UK Company AH Parker & Sons (GB) Ltd and has been manufacturing in Poland for many years. The high quality boats range from the Parker 630, a 6.10 metre day-boat, through to the 11 Metre, Parker Monaco and includes the stunning new 8.3m Voyager. Philip Scott, Managing Director and founder of Parker Boats commented: “This is a perfect partnership for our boats in the UK. Sussex Boat Shop Chichester has been a successful local dealer for us and now to be teamed with Boats.co.uk, one of Europe’s top boat dealerships, we can offer our Parker boat range to a much larger market.

“Our boats are built and designed to the highest standards and we are therefore proud that our 690 Day Cruiser has been nominated for a European Boat of the Year Award 2018, this will help to reinforce our presence and help this new team to substantially increase our market share of outboard boats in the UK.”

Mick Mills of Sussex Boat Shop Chichester commented: “Parker boats are high quality, superbly designed craft which delight our customers in their performance and reliability. We have enjoyed an excellent relationship with Parker over the past 7 years, selling boats across the South coast. We are delighted to be able to work with Boats.co.uk to extend the influence of these great outboard boats to an even wider audience.”

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