



YACHT CLUB

Boats.co.uk Yacht Club logo

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Boats.co.uk: Boats.co.uk Launches Boats Yacht Club

Leading new boat sales and brokerage company, Boats.co.uk has announced the launch of its Boats Yacht Club, membership of which is available to all owners of new or used boats purchased through Boats.co.uk, or under its previous name of Essex Boatyards. New buyers from September 1st 2016 will be automatically enrolled at the point of purchase while previous buyers can join the club online.

Boats Yacht Club will run a programme of events throughout the year around

the UK and the Mediterranean with members updated regularly on events and important boating matters. Over the Whitsun break of May 27th – 29th 2017 the first rendezvous of members and their boats will take place in Cowes, Isle of Wight with a fun weekend including a champagne reception, party with live band and a Solent cruise and raft up complete with helicopter photoshoot. Membership is free, with events individually charged at fully inclusive rates. The Cowes weekend for example, will be charged at £280 + vat for the boat and 2 people and will be inclusive of berthing and all events, additional crew will be charged at £80 +vat each.

Managing Director of Boats.co.uk, James Barke commented, “Our owners buy their boats to have fun on the water, it’s all about the great life-style of boating. Our initial task has always been to make buying and owning a new boat an easy and trouble free experience, but that’s only the beginning. We want to make boat ownership as enjoyable as possible and hopefully help to attract even more people into the life-style. We have developed the Boats Yacht Club to provide a real focus for many of our customers, bringing them together to swap their boating stories and enjoying their boats to the full.”

The Boats Yacht Club is available to any buyer of a new or used boat through Boats.co.uk by enrolling online at www.boats.co.uk. From September 1st and during the Southampton Boat Show, buyers through Boats.co.uk will automatically become members.

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