Saltwater Stone

CLIENT NEWSROOM

Boats.co.uk has been appointed by Marina Marbella UK as the East Coast dealer for the Sea Ray range. From left to right: Ross Dixon, James Barke, Jose Sundberg

Mar 22, 2021 08:00 GMT

Marina Marbella UK appoints Boats.co.uk as East Coast dealer for Sea Ray

22nd March, 2021 – Boats.co.uk is pleased to announce that it has been appointed as the East Coast dealer for the Sea Ray range of luxury powerboats. The family-owned business – which already sells new boats and watercraft from Princess, Williams, Parker and Kawasaki, in addition to a wide selection of second-hand craft – will now exclusively handle East Coast sales on behalf of Marina Marbella UK, Sea Ray's English distributor.

With more than half a century's experience in boat sales and service, Boats.co.uk is one of the UK's largest and most successful leisure craft dealerships. " *Sea Ray is a perfect, complementary match to our existing selection of new boats,"* says Boats.co.uk Managing Director, James Barke. *"We pride ourselves in providing a truly comprehensive range of boats, and by adding Sea Ray to our portfolio we are confident that each of our customers will always find a boat to suit their taste and budget.*

"Over the past year we've seen a massive uplift in boat sales," Barke continues. *"With staycations an obvious solution to travel restrictions and a great way to unwind, people are realising what an amazing resource our coasts and rivers provide. Whether it's new or second-hand boats, we can't buy them fast enough to keep up with sales, which is great news for us and for the industry. Sea Ray build excellent boats and are a respected brand, and we look forward to working with them and Marina Marbella to get more and more people out enjoying the water."*

Sea Ray's designs encompass sport boats, deck boats and cabin cruisers from 19ft to 40ft, with a choice of inboard or outboard powered models to cater for all tastes. *"Whether you are looking for a luxurious yacht to take you on relaxing holidays afloat or a swift, stylish sportsboat for a couple of hours' fast-paced fun, Sea Ray offers something for everyone,"* explains Jose Sundberg, Marina Marbella UK Manager. *"As a family business we take great care when choosing our partners, and selling and supporting such a diverse portfolio requires an experienced dealer who can ensure that customers get the best advice. We are delighted that Boats.co.uk are able to provide that service on the UK's East Coast, whilst we focus on our customers and continue to grow our UK business."*

"Here at Marina Marbella we are committed to offering top-quality boats backed up by top-quality service, and in choosing an East Coast dealer we needed a partner who shares those values," adds Ross Dixon, Marina Marbella UK Sales Manager. *"Boats.co.uk has a great reputation in the industry, and we know we can be confident that Sea Ray customers are in good hands."*

For more information, visit www.boats.co.uk.

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