

Stabicraft Marine Limited

Adventure with Confidence

Media Release
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PR Agency Appointed in USA

Stabicraft Marine, a leading manufacturer of innovative rigid-hull aluminum boats, announced today the appointment of Salima Benchoukroun as its public relations agency to support the company's efforts in the U.S. market.

Founded in 1987, Stabicraft Marine manufactures center consoles, sport boats, runabouts, cruisers and sportfishing boats designed for superior handling, stability and safety in the toughest weather conditions. Stabicraft Marine pioneered Positive Buoyancy™ boats. This unique design enables a boat to stay afloat should it become swamped, as the separate airtight and watertight tubes provide a unique safety feature to create a virtually unsinkable boat.

With a strong presence in New Zealand and Australia, Stabicraft Marine is looking to further penetrate the U.S. market, starting with rough-water regions, including the West Coast, Great Lakes, Northeast and Mid-Atlantic.

"Our purpose is to enhance our customers' passion for adventure through world-class aluminum boats," explains Paul Adams, managing director at Stabicraft Marine.

"Considering that North America endures some of the toughest boating conditions in the world, we believe our stable, safe and durable boats are the answer."

Salima will design and execute a media relations program to further build awareness and credibility of Stabicraft Marine boats among dealers and consumers.

"Salima's extensive experience and her ability to raise new-comers' profile in the marketplace will help us get to the next level as we strive to grow our brand and develop a solid network of high-quality dealers," says Adams.

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