



JULY 2008

NEWSLETTER
the advantages come standard...

THE SYDNEY 2008 BOAT SHOW EDITION



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SYDNEY BOAT SHOW EDITION



the advantages come standard...

WITH THE SANCTUARY COVE INTERNATIONAL BOAT SHOW BEHIND US, JOHNSON MOTOR YACHTS IS GEARING UP FOR THE SYDNEY INTERNATIONAL BOAT SHOW COMMENCING AT THE END OF JULY.

Sanctuary Cove saw Johnson Motor Yachts release in Australia, over the four days, the 75, 90 and the 58 Advantage Series. We had an exceptional show, with plenty of positive comments and over a dozen potential clients, we are still working with.

Enquiries varied from the 103 foot to the 58 foot so we hope to have a successful outcome with sales. Unfortunately we do not subscribe to the marketing principles of some of our opponents by producing phantom sales figures over the boat show to give the illusion of sales created over 4 days. I have yet to see a person come to a boat show and spend over a million dollars, that day, on a product they have just been introduced to. Johnson Motor Yachts invites people, in their own time, to spend a few uninterrupted hours, with whomever they wish to invite with them to just sit on the boat of their interest after the show, to get a feel and form an opinion of their requirements, free of the boat shows bustle.

The most common response from the boat show about our boats, was the finish and the inclusions for the price. It was pleasing to see potential clients who look that bit harder at what manufacturers have to offer for their hard earned dollars. With more and more people looking to this floating apartment lifestyle, the emphasis is on entertainment and serviceability with their new boat. More and more women are looking at galley functionality, as well as berth

size and en suite availability. More men are looking at the boats handling capacity with bow and stern thrusters a must, desalination units are now an accepted inclusion for prolonged periods anchored up in your favourite location. People now are looking for a boat that will suit their specific requirements, not just what their mates or what other people have previously purchased. We are finding our clients now look harder at the carpentry work and the timber finishes that all the boats have to offer.

CUSTOMERS FIND IT PLEASING TO KNOW THAT THEIR CUSTOMISED REQUIREMENTS FOR THEIR INTENDED BOAT ARE NOT AN EXTRA OR VARIATION TO THE PRICE THEY HAVE BEEN QUOTED.

Our customers can select the timbers, the curtains, bench tops, electronic packages and interior design packages in the standard price quoted. With the Australian Dollar being so strong, this has opened up new ground in the imported motor yacht market. Johnson Motor Yachts Australia may only be in its infant stage, but Johnson Motor Yachts has been manufacturing motor yachts for over 20 years and we can only see an upsurge in our product in Australia because of the functionality of the product.

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Both the 75 and 58 will depart Marina Mirage around the 8th of July en route to Sydney and will be available for inspection at D'Albora Marine, Nelson Bay, on Saturday the 12 of July, as well as, Newcastle Cruising Yacht Club, on the 19th July. If you are in the area, please contact our New South Wales sales manager, Mr Paul Woolmer, to lock in an appointment time to view these boats. Alternatively phone Paul, to book a time at the Sydney Boat Show from 31st of July till the 5th of August.

Our NSW office number is 02 49 648 111 or Paul's mobile is 0418 495 888





Johnson Motor Yachts offers you the option to select your interior design and customise your options required.



RELEASE OF THE NEW 75

THE NEW 75 WILL SOON HAVE ITS CHARACTER TESTED WITH TRIALS TO BE DONE BY TRADE A BOAT, OCEAN, ULTIMATE AND PACIFIC MOTOR YACHTS, SO KEEP YOUR EYES ON THE MAGAZINES FOR THEIR OUTCOME.

If you get the chance, please come aboard this large vessel at the Sydney Boat Show, but if you miss this opportunity contact our Newcastle office to arrange for an inspection. Its 4 staterooms and crew quarters and the internal size of this boat are amazing. The boat gives a true feel of an 80 foot plus motor yacht. The hull is 2 feet [600 mm] wider than a number of boats competing in the same market as Johnson, this again gives you more value for money both externally and internally. The full marble floor galley and dining area has a real wow factor, the serviceability of a virtually indestructible floor makes the whole area very user friendly. What galley area, with a timber floor has never had objects dropped on it and the timber then shows impressions in it, this is eliminated.

Johnson Motor Yachts offers you the option to select your interior design and customise your options required. We have people who will discuss your intended use for the boat and design the electronics to suit your needs.



HAVE A LOOK AT JOHNSON 58' – “THE ADVANTAGE SERIES!”



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THERE WAS NOTHING BUT COMPLIMENTS ABOUT THE 58 AT SANCTUARY COVE. ATTENTION TO DETAIL WAS A VERY COMMON COMMENT MADE BY CUSTOMERS. “A GREAT AMOUNT OF STANDARD INCLUSIONS” WAS ANOTHER COMMENT.

We tell our clients “Aft cabin boats have an acquired clientele”. These are not fishing style boats but cruising motor yachts. You get the freedom of the rear state room away from the other two cabins. The three en suites allow your guests to actually have ownership to their own en suite, not continually having to pack away makeup or toiletries after every shower. This is a real bonus if you are away for a few days or weeks of cruising.

The aft deck also gives greater weather protection as well as, that bit of privacy, when you are entertaining in this area. As we mentioned previously, with boat owners now looking outside the square, the aft cabin boats are coming into an owners preferences. If you are not a mad keen game fishing person, I would suggest you take the time to look through the 58 and we know you will get a pleasant surprise.

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“DIAMOND GIRL” 103 JOHNSON



Diamond Girl was specifically designed for an American buyer, who wanted a contemporary Motor Yacht design internally. Once you see the photos, you will see the extraordinary choice of the Light Ash timber and furnishings in the boat. From the imported wall tiles, at the rear of the bar, this Motor Yacht was customised to his requirements. This twin 1825 horsepower Caterpillar driven, 115 ton, 103 feet long Motor Yachts full specifications can be downloaded or viewed on our web site. Currently the factory has 4 of these boats underway, for clients to view.

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