

Clipper celebrates a year of success in Australia

Clipper Yachts Australia is celebrating its first year of operation by achieving 12 boats sold, in build and on order into Australia.

The latest sales are a Clipper Cordova 48 to a client in New South Wales and the yet-to-be released Cordova 45 to a Queensland buyer.

Clipper Yachts Australia, the Australian distributor of Clipper Motor Yachts, acquiring the rights from Clipper CEO Darren Berry in May 2009.

According to Clipper Yachts Australia Managing Director Brett Thurley, the organisation has exceeded its business plan and expectations.

“Clipper has achieved number one market share in the trawler-style market in Australia,” he said. “We have been fortunate to build on the strong Clipper sales performance over the past eight years and broadened our market into bigger boats while focusing on servicing existing Clipper owners.

“We started the venture at the height of the global financial crisis and were very conservative about our sales forecasts. A combination of great new models – the Cordova 60 and 48 in particular – and single-minded focus on the brand have seen those forecasts well and truly exceeded.”

Mr Thurley said that CEO of the manufacturing arm of Clipper Darren Berry has struck a chord in the market with his designs, build quality and value of the Heritage and Cordova ranges.

“Darren revived the brand a decade ago and has turned Clipper into a very solid and lean boat building organisation. Even through the global financial crisis when the boating industry was hard hit, he and his team continued releasing new models, and growing sales and distribution. I believe it is their focus on the trawler-style displacement and semi-displacement motor yachts that has worked so well.

“Today, his team concentrates on design, build and international distribution. My role is to develop the sales organisation in Australia. It is a great position to launch our sales business by building on Darren’s considerable success.

“In our first year, we have achieved sales across the entire Clipper range from the displacement 36 and 40 models to the semi-displacement Cordovas – 45, 48, 52 and 60. We are currently building the first 45 and it is already sold!”

Clipper Yachts Australia has already appointed agents along the entire east coast.

“Our team oversees Australia from Queensland and we have quality agents on the ground such as Matthew Willett Marine in New South Wales, Jacksons Marine in Victoria and Boat Sales Tasmania based in Hobart,” he said. “We will expand into WA when we find the right fit for a dealer in the West who has a passion for our style of motor yacht.”

Mr Thurley said that the market has embraced the semi-displacement trawler-style boats embodied in the Clipper range.

“For our owners, it’s all about the journey, not the destination,” he said. “People love cruising and know there is no need to rush. The fitout of Clippers, with golden Burmese teak through the interior and safe walk-around decks, has strong appeal. The fact that we have chosen to include a comprehensive range of equipment as standard is also appealing. The base-price Clipper is a well

equipped drive-away boat, with navigation electronics, air conditioning and entertainment systems already installed.”

Mr Thurley said Clipper would have its largest ever display at the Sanctuary Cove International Boat Show with four models on the water.

“We are also planning to bring four boats to the Sydney International Boat Show in July,” he said.

PHOTO CAPTION

Brett Thurley is interviewed by Channel Seven host Scott Hillier about Clipper’s success.

FURTHER INFORMATION

Brett Thurley
Phone: 07 3890 5000
Mobile: 0419 788 000
Email: brett@clippermotoryachts.com.au

MEDIA INFORMATION

Imprint Media
Denby Browning
Phone: 07 5577 2829
Mobile: 0427 213 698
Email: denby.b@imprintmedia.com.au

ABOUT CLIPPER YACHTS

Clipper Motor Yachts is a proudly Australian owned and managed boat builder with Clipper Yachts Australia as its regional marketing and sales organisation. The company is based in Brisbane, Queensland and builds displacement and semi displacement motor yachts ranging from 36 to 60 feet. The company currently offers two lines, Heritage displacement and Cordova semi-displacement motor yachts.