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FEBRUARY 2012



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## Boats and planes and awards, oh my

Winter boat parades are nothing new to the readers of *Southern Boating*. In this past December's parades, however, Fort Lauderdale-based Sky Limo Air Charter not only won "Best



in Theme" in the 40<sup>th</sup> Annual Seminole Hard Rock Winterfest Boat Parade, they also won the "Over 30 Feet" award in the Pompano Beach Boat Parade. Who says boats and planes don't mix!

## Charters to the max...MarineMax, that is

If boating the British Virgin Islands is on your bucket list but you don't think your boat can make the trip there, MarineMax Vacations has just introduced 13 new Dufour yachts available for charter at their new location at Hodges Creek Marina on Tortola. The yachts have been specially selected and equipped with all the standard equipment required to qualify as a MarineMax Vacations yacht. "Cruising on board a yacht today does not have to be minimalistic, and it is our philosophy at MarineMax Vacations to provide our customers with the very best experience with our yachts, equipment and customer service," said Raul Bermudez, V.P. of Sales and Marketing of MarineMax Vacations.

## The inside scoop on Outer Reef

Outer Reef yacht owners based on, or cruising, the east coast now have eight additional service locations from which to choose. Hinckley Yacht Services has been named an authorized service provider and has designated Outer Reef representatives at each location. Outer Reef already has service locations on four continents and adding Hinckley's services will further meet and exceed customers' needs.

## Ooh la la

Several sales professionals with Fort Lauderdale-based Denison Yacht Sales wanted to maximize their understanding of the Beneteau line of power boats they now represent exclusively in Florida. That is why they recently returned from an extensive tour of Beneteau's multiple factory locations in the Vendee region of France. "Our brokers are dedicated to providing expert client service," says Bob Denison and added that each representative specializes in just one or two classes of vessels. "One of the ways we achieve that is to immerse ourselves in the products we represent." They also attended the Paris Boat Show where Beneteau's brand new 2012 44 Swift Trawler was displayed, which will also be making her U.S. debut in February at TrawlerFest in Fort Lauderdale and at the Yacht & Brokerage Show in Miami Beach. C'est magnifique! 



Left to right: Juan Pasch, Andrew Parkinson, Bob Denison, Alex Wilkes, Chris Carbonell.



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