

## MARINA MILE INVESTS IN FUTURE BUSINESS OPPORTUNITIES WITH ADDITION OF 75 BFMII MARINE TRAVELIFT



STURGEON BAY, WI (August 4, 2017) — Marina Mile Yachting Center of Ft. Lauderdale, FL has recently upgraded their operation with a 75 BFMII Marine Travelift (75 metric ton capacity). The new 75 BFMII mobile boat hoist replaces a 34-year old 70 BFM (70 metric ton) hoist they had been utilizing secondhand and provides them with additional lifting capacity, along with the latest technologies to help expand their market share and service customers more efficiently.

The tried-and-true Marine Travelift name is a main reason Marina Mile has partnered with them for many years and continues to do so today. The continued technological advancements and quality of the Marine Travelift products give Marina Mile peace of mind that their customers' demands are being met with unparalleled service and in the most efficient way possible.

“Before making our recent Marine Travelift 75 BFMII purchase, we did extensive research on the entire mobile boat hoist market, and Marine Travelift gave us the most overall confidence with the well established reputation in the U.S. and beyond,” said David Hole, General Manager at Marina Mile Yachting Center. “In the marine industry, you see the consistent brand of Marine Travelift all over the Broward County district, and we take tremendous pride in providing our customers with a trusted product they are familiar with.”

Marina Mile has also experienced the benefits of Marine Travelift's global network with quick turnaround times on any and all of their needs. Having readily available back-up support on service items and technical labor is a big reason for Marina Mile's continued partnership with Marine Travelift. They have been working closely with W.E. Johnson, a certified Marine Travelift dealer in their territory, for many years and even received help selling their old unit to make way for a new one.

“Our 70 BFM boat hoist was sold during the same time our new 75 BFMII was on order.” Hole explained. “The new machine was up and the older machine was down within a four day time period with virtually no disruption to our operation. The 70 BFM was a trusted work horse which allowed us to operate at peak performance for years and years. Marine Travelift equipment has been so good to us for so many years, we wanted to upgrade our hoist with the newest technology and stay with the same trusted name and proven value.”

The technological advances to the BFMII mobile boat hoist line, such as remote diagnostics and the intelligent operating system, have allowed Marina Mile to reach their

potential and do so in an efficient and safe manner.

“Our lift crew loves the remote control, it provides the ability to walk around the load and see vessels clearly,” said Hole. “The new 75 BFMII has increased our marina’s overall safety by allowing us to have a broad view of each pick, without the need to rely on operator hand signals.”

Marina Mile has expressed satisfaction with Marine Travelift and their new 75 BFMII, as it allows for year-round maximum haul out potential. Marine Travelift’s knowledge and experience in the marine industry, along with their continued dedication to quality and customer service, are company traits that foster repeat business and loyal customers.

To learn more about Marina Mile Yachting Center and its services, visit [www.marinamileyachtingcenter.com/](http://www.marinamileyachtingcenter.com/)

For more information about Marine Travelift and its full range of mobile boat hoists, marine forklifts, and transporters, call (920) 743-6202, email the sales team at [sales@marinettravelift.com](mailto:sales@marinettravelift.com) or visit [www.marinettravelift.com](http://www.marinettravelift.com).

*The world’s first mobile boat hoist was conceptualized and manufactured in Sturgeon Bay, Wisconsin in 1945. Officially established in 1954, Marine Travelift Inc. has a long-standing reputation as a marine industry leader and is recognized for its tradition of excellence on a global scale. The company manufactures mobile boat hoists, marine forklifts, self-propelled transporters and other related marine lifting products. It also has an extensive U.S. and international dealer network, with more than 4,000 units in service worldwide.*

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