



For Immediate Release—

BoatTEST*LEASING* Promises More New Boat Sales

(Stamford, CT) BoatTEST has announced a new division called BoatTEST*LEASING* which will market leases in new boats for their owners. The program is modeled closely after the highly successful auto leasing model, with appropriate changes reflecting the different nature of the usage between boats and cars.

Today, 31% of the automobiles on U.S. highways are leased, compared to 9% 20 years ago. Further, according to NADA, 70% of the growth in expensive automobile sales is due to leasing.

“Surveys among our BoatTEST members indicate that American boaters are ready for boat leasing,” said BoatTEST owner Jeff Hammond, “as 43% say they are ready to lease a new boat and 75% say they will seriously consider it.”

The Basic Program

According to NMMA statistics, the average boat is only used 25 days a year. Owners of new boats who want to harness income from the days the boat would otherwise sit idle, can have Boattest*LEASING* market their boat to people looking for premium boats that they can use for far less cost than ownership. By selling numerous leases in a single boat, owners can collect significant monthly income.

The cost of slip rental, storage, insurance and regularly scheduled maintenance, is divided among all of the users, which results in a fraction of the operating expense for the owner and the Leaseholders. The lease terms will be for 48-months.

Specializing in Premium Boats

Boattest*LEASING* will specialize in marketing boats that are in the \$100,000 to \$500,000 range used for a variety of purposes. All new boats handled will be

premium models built by the industry's leading brands. The size range of the boats leased will be from about 25' to 38'. The types of boats that will be handled include center consoles, dual consoles, sportboats, wake boats, express cruisers, walkarounds, express fishboats, and catamarans.

Owners of new premium boats with fewer than 25 engine hours that meet the company's guidelines of size, cost, quality and location, may enroll their boats in the BoatTEST**LEASING** program.

BoatTEST**LEASING** will manage all reservations online as well to secure the slip, insurance, and oversee all maintenance and repair. At the end of the 48-month contract, all control and boat operational responsibility is contractually returned to the boat owner.

Industry Veteran David Aldrich

David Aldrich is heading up the new BoatTEST division as General Manager of Dealer Sales. David has been active in the boat rental and charter industry, selling franchises for Freedom Boat Club for three years and was most recently involved with Dream Yacht Charters. Aldrich is well-aware of the needs of boaters as well as dealers, having been a regional sales rep for Regal, Chris-Craft, Sea-Doo and other brands during his boating career.

A Leasing Program Designed for Boat Dealers

"The BoatTEST**LEASING** program allows 'Affiliated Dealers' to participate in the upside of the growing shared access business, without added expense or work," said Aldrich. "There is no membership fee, nor are dealers involved with the hassle and expense of having to market and then manage leases, reservations, and maintenance. This program can only lead to more and easier new boat sales for boat dealers."

"BoatTEST**LEASING** will create increased showroom traffic, a new source of serious sales leads, and a new business profit center," Aldrich said. "It will also create new selling opportunities for boats near curtailment or which are non-current."

BoatTEST "Affiliated Dealers" can enroll new boats into BoatTEST**LEASING's** program and earn a commission on the sale of the program, as well as on any

subsequent leases it sells. Contact info@Boattestleasing.com for more information.

The Advantages of Leasing

By offering a realistic number of usage days in a boat, for a fraction of what a new boat would cost, Leaseholders can enjoy virtually the same number of boating days they would have if they owned the whole boat – but at a fraction of the cost.

Annual leasing costs will depend on the cost of the new boat, and the amount of days per year that the Lessee wants to reserve. The minimum number of leased days is 20 a year for most boats.

First Leased Boat: Pursuit DC266

The first boat being made available for lease is a Pursuit DC266 powered with twin 200-hp engines which is located in St. Petersburg, Fla. at the Maximo Marina. The owner purchased it from Quality Boats in St. Petersburg, in consultation with BoatTEST, and the boat was chosen because of its versatility for fishing, watersports, coastal cruising, and entertaining.

BoatTEST**LEASING** is planning a strong promotional campaign for selling the leases in BoatTEST, social media, and through its “Affiliated Dealers.”

Another First for BoatTEST

Being on the cutting edge of a new trend in boating is not new for BoatTEST. It was the first marine company in the world to stream video online, starting on Sept. 15, 2000. It also was the first to introduce the concept of video boat tests designed to inform and influence consumer buying, among several other notable firsts including its daily marine e-newsletter that today goes to 175,000 subscribers.

BoatTEST captains will be used to test all boats before entering them into BoatTEST**LEASING's** program to make sure they meet its standards, and to promote the leased boats with video and special usage reports.

About BoatTEST – “Tests You Can Trust” ®

BoatTEST.com is located in Stamford, CT and is engaged in consumer education, boat testing, and new boat marketing to prospective new boat buyers doing online research.

A recent survey of its members revealed that 88% of its members find BoatTEST to be the most influential source for boat buying information, and ranking builders' own websites at 53%, magazines at 28% and social media at 12%.

BoatTEST**LEASING** is a separate division of BoatTEST.

For More Information about BoatTESTLEASING****, contact Jeff Hammond at Jeff@boattest.com, or at 203-323-9900, ext. 402

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Now Leasing: A Pursuit DC266 Dual Console powered by 2x 200-hp Yamaha outboards.



Industry veteran David Aldrich, General Manager of Dealer Sales.



BoatTEST's Director of Testing, Capt. Steve Larivee, lowers the owner's Pursuit DC266, which is available for lease, into the water at Maximo Marina, in St. Petersburg, Fl.