

PRESS RELEASE

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Ceasar Marine, World Launch Southampton Boat Show 2006

The Ceasar P850o will be on display for the first time at the marina berth 092 at the Southampton Boat Show 2006. This will be the official launch with the final production model available for demos and your general viewing pleasure.

The exciting new concept of the Ceasar P850o is the cutting edge designed hull giving the ultimate sea handling experience, coupled with the new build technology, gives the vessel uncompromised strength. The hull has been water-tank tested and perfected at the leading marine university; Stellenbosch in South Africa.

Complementing the exceptional hull is the aesthetically appealing wrap-around console, unique over-sized A-frame and the optional teak deck finish, conceived by top international designer, Malan Conradie. The wrap-around console has also been designed with a step down inside giving over 1500mm headroom. This allows users the privacy of a sea toilet and shower if desired.

Ben Donovan, director at Ceasar Marine Ltd explains,

"We were looking to develop a RIB specifically for the luxury leisure market and to move RIB design forward into the 21st century. The Ceasar P850 is a vessel that is cosmetically suited as a luxury tender and sports boat. Its build quality and performance will also fulfill the most vigorous requirements of the family leisure user. For the launch we have chosen to fit twin Honda 225's as we feel they best reflect the P850o's potential market, where we are looking for Reliability, Dependability and enhanced Performance."

By reinventing the proven reverse chine hull, a vessel has been created that can handle any type of sea condition. The Ceasar has recently completed a rigorous series of performance and sea trials, in the notoriously demanding waterways off the Cape of Good Hope. This resulted in outstanding performance statistics in all the required testing areas.

In the months leading up to the Southampton Boat Show the Ceasar Team have been busy building a slow burning interest in their product attending various PR events and RIB Enthusiast Poker Run's throughout the UK, having received positive results and excellent feedback all round. With the Twin Honda 225 set up the Ceasar P850o was one of the fastest RIB's to attend, only falling behind the rigid hulled racing powerboats.

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The new Ceasar RIB range has a model suitable for all RIB users; whether serious off shore operators with rapid performance requirements, or the family orientated user with their own leisure needs. The options range from the superbly made 2.8 meter starting tender, with the 'big boat look', going up through the sizes to the new Ceasar P850o.

Ceasar Marine Ltd. is a company based in the South West of the U.K with a collective 20 years marine industry experience and over 50 years experience in the leisure industry. After working within the marine sector it became apparent that there was a gap in the market for this new breed of RIB. Ceasar has conducted extensive research and development over the past 18 months and the concept is now a reality with the birth of the new Ceasar P850o.



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