



The Power of Dreams

HONDA PICKED AS PERFECT PARTNER BY CEASAR AT THE SOUTHAMPTON BOAT SHOW

Ceasar Marine has chosen twin Honda BF225s as the perfect partner for its spectacular new P850 which makes its debut at the 2006 Southampton Boat Show. At the official launch of its new RIB, Ceasar Marine has selected twin Honda BF225s as they make the ideal match for this impressive new model which makes a welcome addition to the luxury family leisure market.

The exciting new concept of the Ceasar P850 is its cutting edge designed hull giving the ultimate sea handling experience, coupled with the new build technology which gives the vessel uncompromised strength. 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 RIB has been specifically developed as a top-end, family cruiser with its build quality and performance able to fulfil the most vigorous requirements of the user. Ben Donovan, Director, Ceasar Marine, comments: "The decision to fit twin Honda BF225's was simple. We feel Honda best reflects the P850's potential market where we're looking for reliability, dependability and enhanced performance. Honda ticks all those boxes."

"Honda's fuel efficiency and engine reliability is second to none which makes it an obvious choice for the P850. Noise emission was also extremely important and Honda makes one of the quietest engines on the market. This was vital in our decision. Targeted as a family cruiser, it's important the engines are quiet enough to enable conversation. The low noise emission of the Honda BF225s beats any other engine and was another key reason we see Honda as the perfect match."

In the months leading up to the Southampton Boat Show, the Ceasar team has attended various events throughout the UK, including the popular RIB Enthusiast Poker Runs where the combination of the new P850 and twin Honda BF225s resulted in the perfect 'Poker partner.' Ceasar's new RIB was one of the fastest on the water, out-run by only the rigid hulled racing powerboats.

Visitors to the Southampton Boat Show can check out this perfect match by visiting marina berth 092. To see the full range of Honda Marine's engines, visit Stand C060.

For further information on Ceasar Marine, contact Ben Donovan on 07980 295 917. For further information on Honda Marine contact Jessica Hayes on 07768 901 616.