

# PRESS RELEASE

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## **Ribbed for your pleasure. M.i.Cats' new boat deal**

Following M.i.Cats' very successful 2006 season, the UK's sole importer of Fountaine Pajot sailing and power catamarans has just announced the latest development in its waterside activities, selling RIBs (Rigid Inflatable Boats) on the south coast.

Owned and operated as a subsidiary of M.i.Cats, M.i.Ribs has been appointed as an official dealer covering Sussex, Surrey and Kent by Ceasar Marine, the Devon-based RIB specialist.

Talking from M.i.Cats headquarters in Chichester, company director Carl Livett is excited about the new appointment. "This is a great opportunity for us on the south coast, Ceasar has a wide range of boats covering the tender, extreme sport and luxury RIB market," explains Livett. "Firstly, there is a great synergy between our existing Fountaine Pajot business at the tender end of the scale, but we are already fielding enquiries from boaters interested in Ceasar's offerings at the other end of the RIB spectrum, primarily about the awesome new P850."

"Ceasar's unique blend of aggressive looks, performance and build quality has really turned heads in the RIB market, something that is becoming increasingly hard to achieve. They offer all the luxury of a superyacht runabout and all the performance and handling of an out-and-out sports machine, all this without compromising on the fit-out and finish or inflating the price."

"We've been blown-away by interest in the new P850," says Ben Donovan, Director of Ceasar Marine. "Our big challenge has been getting the right dealers on-board. Fortunately, M.i.Ribs and the rest of the trade have been very interested in the P Class too - great news for Ceasar because it demonstrates that we have come up with a package that the market specialists know will sell. The UK RIB sector is very diverse, but we have still managed to



develop a design that we believe trumps the best on offer in terms of performance, pedigree and price."

Prices start at £36,650 + VAT (package excluding engines) and climb to £80,000 +VAT for the fully loaded top spec model with twin Honda 225 outboards and trailer included.

To find out more or to arrange a boat test for your magazine, simply contact John Sharp at the numbers below and we'll demonstrate what it means to be in total control of one of the most exciting boats in the UK.

For more information or a high resolution photo please contact John Sharp on 01403 713 325 or 07855 755 085 or by e-mailing [john@sharpcommunication.co.uk](mailto:john@sharpcommunication.co.uk)

***PHOTO:** M.i.Ribs' Carl Livett and the crew from Ceasar Marine sea trial the awesome new P-850*

