

A new era for Hawke's Bay boat building specialists

Summer marks the start of a new era for Hawke's Bay boat building company, Senator.

The company has taken full control of sales nationwide and is set to build on its longstanding reputation for creating quality crafts.

Senator Boats was established by Wayne McKinley, an avid fisherman who built his first boat for a friend almost three decades ago.

Wayne now employs a team of 13 boat builders in his Napier factory and has a network of seven dealers selling Senator boats throughout New Zealand.

Senator's new national sales manager Murray Thomson says part of the company's planned growth involves the company working directly with its dealers nationwide.

"This means we are now supplying boats directly to our dealers from the factory, and supporting their sales and marketing activities," says Murray.

"Working directly with our dealers ensures our high standards are maintained."

Murray says the move to take full control of the business means Senator is "master of its own destiny" moving forward.

The inaugural Senator Dealer Conference held in September helped set the scene for many exciting future initiatives, including the upcoming launch of a new range next year.

The Senator Typhoon range of alloy plate boats will complement the company's well respected and proven pontoon and offshore models. The range will feature alloy plate boats from 5.5 metres to 6.5 metres in cuddy style, along with 6.7 metres to 9.2 metres hard top crafts.

Murray Thomson says Senator will continue to build its quality pontoon and offshore boats, with the Typhoon series providing even more choice for boat lovers nationwide.

"We love building boats - and we know we create great boats customised to specific customer needs - so the Senator Typhoon range adds another option for boaties who love the quality and reliability of Senator."

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