

TrawlerFest®

BOAT SHOW. EDUCATION. RENDEZVOUS.

NATIONAL SPONSOR SPOTLIGHT



FLEMING

THE ULTIMATE CRUISING YACHT

www.flemingyachts.com



Founded in 1985 by Tony Fleming, a man with the skills of an engineer and the eye of an artist. During the past 30 years, Fleming motor yachts have evolved into what many experts consider "the ultimate cruising yacht."

Beautiful to look at, robustly constructed and meticulously engineered, Fleming Yachts have won the hearts and souls, as well as the minds, of cruising enthusiasts throughout the world. Our goal was to create a refined and dependable cruising yacht capable of taking her crew in comfort and safety wherever they might wish to go. There are now over 300 Fleming's cruising worldwide, and this year we celebrate the 30th anniversary of Fleming hull 001.

PMM: *Your company attends major boat shows. How does the average TrawlerFest attendee differ from the general boat show-goer?*

FLEMING: TrawlerFest attendees show up prepared to learn. They are value driven and focus time on absorbing information about the build quality and mechanical features. We feel that Fleming attracts the detail oriented buyer who will dive beneath the beautiful surface. In addition to the boat show and seminars, attendees can interact directly with others who are more experienced. Much of our marketing strategy includes service and support and our best use of resources is to take exceptionally good care of our current Fleming owners. In turn, these customers are more than willing to tell potential boat buyers about the brand and the value of owning a Fleming.

PMM: *What is the most frequently asked question you receive from TrawlerFest attendees?*

FLEMING: One of the most common discussions involves fuel efficiency. Attendees are focused on value

and they are constantly surprised to learn that the Flemings can attain great fuel economy and range depending on their chosen speed. The boat has the option to cruise efficiently at displacement speed for long distances or have a turn of speed to get out of changing weather, make safe harbor in daylight, or fight a swift current. Fuel economy is something that is easy to calculate and understand, so it gets an unfair weight in the purchasing decision. Resale value is much more important in the long run. Fleming has focused on a long term commitment to quality over quantity, around 300 boats in 30 years, one of many elements to resale.

PMM: *What advice can you give to someone new to the cruising lifestyle? What are some of the key things to consider when deciding on a new trawler?*

FLEMING: Ease of access is paramount. Boats are always set up at a boat show to be easily stepped aboard. An arrangement of potted plants will camouflage dock stairs when novice boat shoppers climb aboard a floating palace only to fall in love with a boat that is not practical. Cruising in the real world involves low floating docks, tall fixed piers, short finger piers and all sorts of crazy combinations. Most designers have overlooked proper side gates and multiple boarding options.

PMM: *What is the biggest lesson you have learned as a company?*

FLEMING: We have learned to never stop improving the product. If there is a better way to build it, no matter if it's readily seen at a boat show or more often, buried deep in the mechanical spaces, constant improvement is a necessity.

PMM: *What have been the most important developments in your industry and your company since TrawlerFest's inception in 1996?*

FLEMING: Much of our market hasn't changed. Couples who wish to run their own boat and cruise safely and comfortably are still seeking out the Fleming for the blend of style, layout and quality. Many builders lack continuity and build to their latest view of the market. If anything, the industry has been shifting to values that Fleming never left. They constantly change factories and even countries. We've built with the same yard for 30 years, making solid fiberglass hulls in a seaworthy design. Novice buyers should spend time in a large repair yard to discuss the differences between solid glass and cored hulls after impacts.

PMM: *What has led to your continued success in the marine industry throughout the years?*

FLEMING: The focus on building to the highest quality standard, regardless of the latest fads, has helped our success. Not trying to build everything from 30' to 130' and keeping with only a handful of models, developed over a long time span has allowed us to succeed. Designing and building the boat is only half the equation. Our dealers have provided exceptional service to the customers. They are on the front lines making sure that our customers are supported and enjoying their cruising.

PMM: *What's on the horizon?*

FLEMING: We will continue to refine, upgrade, and improve all four Fleming models. Classic looking vessels will never go out of style and will continue to draw discriminating buyers.