

ROGERS BOATSHOP LTD

SINCE 1973

35 YEARS OF SUCCESS TO CONTINUE AT ALBANY 'SUPER-SHOP'

In 2008, Rogers Boatshop celebrates 35 years of successfully satisfying the needs of their clients.

Now firmly established in their new Albany "super-shop" complex in Library Lane, owners Roger and Nigel Arkell say they are positively looking forward to many more decades of delivering superb customer service and choice.

"We now have a real Roger's 'super-shop' in Albany," they say. "We have a better variety of top quality boats, an expanded, purpose-built workshop, a 340 square metre undercover showroom and clearly designated areas for our market-leading brands.

There were a number of reasons for choosing to base the entire Rogers Boatshop operation in the expanded Albany complex but being able to better look after their loyal customer base was always the main priority.

"Our success over the last 35 years as been based on providing the best brands available, getting close to our customers to find out what they want and then bringing the two together.

"That's exactly what we are doing again, now."

The new Albany complex has many advantages for customers. For a start, an owner can pull up outside the yard with a 6 or 7 metre boat on the back and not cause a traffic jam! A separate entrance for those dropping off or picking up boats in for service is another plus, as are the dedicated areas for different brands.



Owners Roger and Nigel Arkell.

"Many of our clients already know pretty much what they want and this will make things much more convenient for them. If they want an aluminium boat, we can take them straight to the Fyran area and show them the different options. The same applies if they are after a new Buccaneer or Haines Signature."

Another area containing good, second-hand boats will also make things easier for those looking to get into boating for the first time. "We pride ourselves on our selection of good quality used boats and these are a very sensible option for those on a budget."

The decision to consolidate in an expanded base at Albany is something of a "back to the future" situation for the Rogers Boat Shop team. Roger Arkell first launched Rogers Boat Shop here 35 years ago, back in 1973!

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FOCUS ON SERVICE

At Rogers Boatshop, we know one of our most important jobs is to keep you on the water, not on the hard.

Our large purpose-built workshop is designed to allow us to service your boat and engine as quickly as possible.

We have a huge range of parts on site and a large, fully-trained and very experienced service crew who pride themselves on both the quality and fast turnaround of their work.

The Rogers Boat Shop service team. From left: workshop manager Reece Bramley, Glen Snowden, David Davis, Chris Wilkens and Steve Sim.



WANT TO CATCH MORE FISH?

Fishing Guru
Bruce Duncan



We'll show you how!

We know many of our clients love to go fishing. We also suspect that quite a few don't do quite as well as they would like...

So, because Rogers Boatshop is all about making our customers' time on the water more enjoyable, we have asked fishing guru Bruce Duncan to give us a hand.

Over the next year, Bruce, who is also an ambassador for Lowrance and Furuno, will give a series of free seminars especially for Rogers Boatshop customers. These will be held indoors at our Albany complex and include tips on straylining, scalloping and how to get the best from your sounder and chartplotter.

MEDITERRANEAN STYLE NOW AVAILABLE

Rogers Boatshop is now able to offer the Mediterranean style of Beneteau motoryachts alongside their range of popular New Zealand trailer boats.

The flagship of Rogers' Boatshop's Beneteau fleet is the impressive 42 ST. Although it looks like a traditional trawler, with high topsides and side decks,

the 42 ST (or "Swift Trawler") is unusual in that it performs more like a conventional 13-metre launch. Powered by twin 300hp Volvo shaft-driven diesels, the 42 ST is capable to a top speed of 24-25 knots and a comfortable and economic cruising speed of 17-18 knots at 2900rpm.

It was this combination of classic trawler style and ground-swallowing speed that first attracted Roger Arkell to the boat.

"I was looking for something that would appeal to me and to people of my generation," he said. "Unfortunately, most of the boats I looked at in this style were too slow. They generally had just one engine and a cruising speed of just 11 or 12 knots.

"I knew my customers wanted better than that. They wanted to be able to reach



A classic trawler style capable of reaching Kawau in under two hours.

Kawau in under two hours and the 'bottom end' in about an hour and a half."

Roger Arkell also wanted a boat with a polished pedigree and a name that his customers could trust.

"They don't come much better than Beneteau," he says. "They are the world's number one manufacturer of large pleasure boats and their power boats have a very strong reputation, especially in and around the Mediterranean."

Roger Arkell says he was also looking for a boat with good seakeeping as many of customers had expressed a wish to explore further afield than they had in their trailer boats. Test-driving the boat in Sydney, he was impressed with the way it handled the 25-plus winds and rough seas.

The Beneteau 42ST, with its open plan cherry wood and GRP interior, is also very well appointed. An LCD TV/DVD is standard and the entire interior is air-conditioned.

There are two cabins, one with en suite and the 42ST can comfortably sleep 7.

There are fully fitted-out stations in the saloon and on the flybridge, both with factory-installed Raymarine electronics. There is also a remote anchoring control at both stations.

There is easy access to the wide side decks alongside the station and from the galley. There is also a side door in the driver's side bulwarks to give access directly onto the marina and a closing door at the aft end of each side deck shuts off the wind flow at anchor, keeping the draft out of the cockpit.

A solid bimini on the flybridge protects the seating area, which easily caters for 7 with a fold-out table complete with drinks holder.

Other "extras" that come standard include a bow thruster, twin rudders, trim tabs, a 7kva generator and a large mattress for the foredeck longing area.

WHAT'S HOT AT ROGERS BOATSHOP

HAINES SIGNATURE 580 BOWRIDER

With a new patented hull, this latest offering from the Haines Signature team has been designed specially for the new, big horsepower, outboards models. With a large spacious cockpit it is ideally suited to family boating, water skiing and wakeboarding.



FYRAN 500 REBEL

A brand new model with the emphasis firmly on affordability. Designed to be matched with an economical 50hp two- or four-stroke engine, the 500 Rebel is an ideal entry level boat perfectly suited to family boating, fishing and cruising.



BENETEAU 650

Unique in New Zealand waters, this European-design trailer boat has a very "launch" feel. Combining a secure and



lockable cabin with a comfortable and spacious cockpit, the 650 easily and economically cruises at 18-20 knots.

BUCCANEER 565 CLASSIC

Based around the hugely popular 550 Classic and engineered using modern fiberglass construction. The 565 features a structural internal liner and the ability to fit the latest in dash-operated anchor winches. Like all Buccaneers, the 565 is foam filled for comfort and safety and built to NZ's CPC Rating.



YAMAHA SHO WAVERUNNERS

These SHO (Super High Output models are all about power

and performance. Featuring new 1812cc, supercharged and intercooled 4-cylinder engines and Yamaha's new NanoXcel nanotechnology, they are an awesome combination.



YAMAHA F300

Like the first-in-the-world F350, the F300 is a powerful V8 outboard that is also a light, compact, space-saving engine for larger offshore boats. It offers a real alternative to inboard and sterndrive units and is ideally suited to boats designed for a maximum power limit of 300 or 600 horsepower.

OUR STRENGTH - OUR BRANDS



"When you're ready to go, so is Yamaha." — Roger Arkell. Rogers Boatshop has been selling Yamaha outboards since 1983. In those two decades they have proved their reliability over and over again — the thousands of engines have delivered hundreds of thousands of hours of trouble-free boating with a warranty rate of less than 0.25%!

"Yamaha outboards have proved so reliable, it's been really hard to get them back for their 100-hour and 200-hour service. They just don't give problems," says Reece Bramley, service manager at Rogers Boatshop. "They're outstanding — we've still got customers using engines they bought from us in that first year (1983) and others who have clocked up over 4600 hours."



Fyran are New Zealand's top range of aluminium boats. Thanks to the use of heavier plate in the hull construction, the Fyran range is now stronger than ever and the company maintains a commitment to constant change and refinement. This is seen in a continual range of new models, designed and built to meet changing market trends; for example, the new fibreglass GT range.

Fyran have now also begun to develop a range of boats especially for Roger's Boatshop. Combining great looks, superb seakeeping and attractive affordability, these offer unparalleled value for money. The first of these, the RBS 560 Gulf Cruiser is on display at the boat show and at both Rogers Boatshop yards.



Designed by Australian John Haines, the Haines Signature range are manufactured in Christchurch at the Reflex factory.

With their classic New Zealand looks and big volume interiors, Buccaneer boats have been a top seller at Rogers Boatshop for over 20 years.

Incredibly well designed and built by Hamilton's Gerry Gerrand, a qualified boat builder, the boats feature world class features and innovations and an incredible power-to-weight efficiency.

In the once-popular powerboat rallies held on the Waitemata Harbour, the Rogers Boatshop team, running a Buccaneer/Yamaha rig, was an incredible success, winning a huge swag of prizes for their unbeatable economy and efficiency.



Featuring a variable deadrise, gull wing hull, the Haines Signature range are incredibly stable at rest and feature a modern look with lots of contemporary curves. Check out the new 580BowRider and the new Targa top on the 670 Cruiser.



Manufactured in Christchurch, Reflex Boats offer modern styling, a good range of features and a competitive price structure. They are easily driven and suitable for a wide range of family activities. Be sure to look over the all-new 585 Chianti, the award winning 485 and the very special 635.



The friendly experienced sales crew at Rogers Boat Shop.
From left Nigel Arkell, John Pounder, Alastair Arkell and Bob Mirabito.

Then, everyone thought he was mad; Albany was a rural backwater and seemed a long, long way away. Now, Albany is a thriving area with a big population base, a university and even a world-class stadium.

Long time customers will be pleased to know that all key Rogers Boatshop staff will be also based at Albany.

"One of our real strengths is that many of us have been in this business for a very long time," says Roger Arkell. "For example, I have been here for 35 years and our sales manager, Bob Mirabito has been with us for 26 years.

"Our customers appreciate that experience. Being able to confidently advise clients on what boat is right for them is a skill that only comes with time and experience.

"When a client who has bought a high ticket item (such as a new boat) comes back to trade it after three years, the fact he can deal with the same salesman gives him a lot of confidence.

"That customer instantly thinks: This man looked after me then, I can rest assured he will see me right again this time."

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