



Award-Winning
FAIRLINE
TARGA 38
Breaks New Ground

Recently winning Motor Boat of the Year in its category, the new Targa 38, a superfast little Fairline model, indeed the smallest in the Fairline range, is the perfect luxury cruiser for a spontaneous sun downer cruise to Clifton, an overnight stay at Dassen Island, or a long, leisurely tour to Hout Bay. Sleeping up to six people in comfortable style, this Fairline model is one of the most versatile motor yachts in the Fairline stable, offering all the convenience and luxurious mod cons of their larger models.



The Fairline brand, represented exclusively in Southern Africa by Boating World, has become synonymous the world over with outstanding performance and first-class design. Earlier this year, Fairline received a triple nomination for the prestigious "Motor Boat of the Year" Awards. With nominations in three of the four relevant categories, the Phantom 48 in the Flybridge Below 50ft, the Targa 38 in the Sports cruiser Below 45ft, and the Squadron 55 winning the Flybridge Above 50ft, Fairline was recognised for continuing to push boundaries in creating class-leading motor yachts.

In response to boat buyers' changing requirements, and to ensure that the Fairline brand continues to appeal globally, the UK's leading luxury performance motor yacht manufacturer has announced

models in the Fairline range. At the time, she was capable of a top speed of 36 knots, but some customers were seeking greater speeds and performance on the water. In response to these demands, at the end of 2007 Fairline introduced the new Volvo Penta D6-370 EVC diesel engines as an option. The result: this stylish, elegant sports cruiser now effortlessly reaches speeds of 42 knots – making it the fastest Fairline ever! Some people aspire to own a Fairline for its comfort, style and luxury detailing and have no need to invest in the bigger – and consequentially more expensive – engine options. In response to these customers' wishes, Fairline recently introduced the lower-engine option, D4-260 EVC diesel, to allow those on a smaller budget access to this luxury brand, thus offering even more versatility.

Derrick Levy, CEO of Boating World and a boating veteran with more than 40 years

Award for Enterprise 2008" in the International Trade category. The announcement was made in April 2008 and is just another feather in the Fairline and Boating World caps. The Squadron 65 is the newest Fairline model currently being tested, and with its debut at the Cannes Boat Show later this year it is guaranteed to follow in the wake of the other Fairline models and exceed all expectations.

Way back in 1988, Boating World became the first boat dealer in South Africa to sell a luxury motor yacht over 40 foot. As the experts on the African continent, their name has become synonymous with quality and expertise, and of course, everything relating to luxury boating. With offices located in Durban and Cape Town, and an African expansion plan well underway, Boating World also offers a range of other complementary services, such as co-ownership programmes, maintenance



changes to its entry-level Targa 38 model. And in response to its mounting popularity, Boating World has made the brand new Targa 38 a part of their stock in Cape Town, available for demos and viewings. She boasts a few additional luxuries (not available on the standard model), such as plush leather seating, a barbecue griddle in the cockpit, full air conditioning and heating in all cabins, teak-laid floors, advanced audio visual entertainment systems, mood lighting in the cabins and elegant interior upholstery. The South African landed price for this yacht, including all the extras, is R4.5 million.

Since she was launched in 2006, the Targa 38 has been one of the fastest selling

experience, comments, "By responding to the needs of the boat buying public and allowing choices to be made according to budget and need, Fairline and Boating World continues to provide a luxury product across the widest customer base. To be successful within this competitive 38 to 40-foot entry market, brands have to listen to their customers. These changes to engine options have allowed the Fairline brand to become more accessible to discerning boat buyers, yet without compromising the quality of design and construction that is synonymous with this luxurious brand."

Further endorsement to the quality of the Fairline range of boats was received when the company won "The Queen's

Plans, fishfinders/GPS equipment, air berths, marine insurance and much more. They are also the exclusive African agents for the prestigious Australian luxury motor yacht brand Riviera, which has produced some of the best sports-fishing vessels in the world.

For more information on Boating World or the Fairline motor yacht range, contact Derrick Levy on +27 21 418 0840. Boating World has just opened the doors to its brand new showroom located at The Waterclub in Cape Town's Granger Bay. It also has two offices in Durban – one at the Quays at the Point, and one at the Yacht Mole. For more information visit www.boatingworld.co.za.