



Words by **Janine Avery**

THE BEST IN THE BUSINESS



Boating World was started in 1999, by the dynamic duo of Derrick and Suzanne Levy, and it's fair to say that the world of boating has come a long way since their early beginnings in the boating industry in 1960.

Gone are the days of wooden boats and 40 horse power engines. In their place are powerful modern sailing and motor yachts with sophisticated shapes and styles that are more akin to luxury hotels than stuffy ships. And, let's not forget the leaps and bounds made in yachting technology and navigational systems over the years. The entire team at Boating World has taken the changes in stride, weathered the storms and sailed alongside the best out of them, emerging as the African leader in luxury yacht sales.

New craft and a range of second-hand

power and sailing yachts, sourced for lucky clients by our excellent team, now sit in ports all over Africa, including the Seychelles, Mauritius, Angola, Uganda, Tanzania, Nigeria and Malawi.

As the principle dealer for many of the world's top manufacturers, Boating World prides itself on offering the best of the best cruising, fishing and sailing boats to their customers. Whether it's a bold Sea Ray sports cruiser, a sophisticated Fairline motor yacht or a dream Jeanneau sailing machine that you're after, Boating World should be your only port of call.

Other luxury brands Boating World works with include the Australian sport fishing and cruising manufacturer Riviera, the French exclusive catamaran brand Fountaine Pajot and top European super yacht builder Sunreef. When you buy a

vessel through Boating World you are assured that you are getting a premium quality craft and the best investment for your money.

But is not just a wide range of pleasure craft that Boating World specialises in, they also have a commercial shipping division that will help source patrol vessels, fishing trawlers, ferries, exploration vessels and work boats.

You see the thing is, Derrick may as well be from the sea, because he had salty water pumping through his veins long before the opening of this business. Derrick's late father introducing the young Levy to the world of water sports, water skiing and hydroplanes when he owned what was then the Riviera Club on the Vaal River (now known as the Riviera Hotel). Derrick, who in later years was awarded the

prestigious Lifetime Achievement Award by the South African boating industry, grew up to become a triple national sportsman, representing South Africa internationally in waterski racing, and even taking home a gold medal in Lake Como when he won the Italian Grand Prix with his ski pal Helmut Winkler, who still holds the 500km nonstop ski record and has skied from Richards Bay to Durban, along with other ventures.

And his partner on the high seas, Suzanne, provides the perfect complement to Derrick's adventurous nature. It's her background as a certified public accountant and business management specialist that keeps the company firmly grounded and has allowed Boating World to secure and manage the sole African agencies for the finest yachting brands in the world. But yachting has become her life too. To Suzanne it's about more than just good times, champagne cocktails and tan lines. In fact, if you sit around a dinner table or at a ladies luncheon with Suzanne, when it comes round too 'oohing' and 'aahing' over photos of everyone's babies, grandchildren or puppies, Suzanne is more likely to show you a picture of a new yacht they just got in – these are her babies after all. She hails from sunny Durban – a place she often returns to when she needs to remember what warm waters feel like. Along with the company's headquarters in Granger Bay, just a stone's throw from the marina at the Water Club, Boating World also has an office in Suzanne's home town, located in the marina basin near the Royal Natal Yacht Club.

And in both Durban and Cape Town, Boating World's service doesn't stop with just selling their customers a yacht.

Derrick and Suzanne are both big believers in hard work, as is their staff. With their sales team all hailing from some sort of marine background and brandishing their own skipper's tickets, they are always on hand to help a customer in need. Boating World also help owners to get skipper training, teaches their clients how to use and maintain their craft, offers cleaning and maintenance packages including the services of a qualified marine technician, will help owners to find the perfect moorings in the best locations, or even hook them up with the latest gyro-stabilising technology



and air berths for their boat, ensuring that purchasing a yacht from Boating World is a completely hassle-free experience.

For those of you who aren't quite ready to take the plunge into fulltime yacht ownership, Boating World provides a yacht share programme on a range of luxury vessels. With co ownership, clients are offered the opportunity to enjoy the advantages and lifestyle of luxury yacht ownership without worrying about the large investment or the daily worries of moorings, crew, maintenance and cleaning as these aspects are all taken care of as part of the package.

Looking into the future, Derrick would love to see the expansion and upgrading of marinas and mooring space in Cape Town, as well as the rest of Africa and is

excited about the growth that is being shown in the charter boat industry. Another exciting opportunity on Derrick's radar is the tourism and film industry in Cape Town when it comes to their utilisation of yachts and the wonderful marine environment right on their doorstep. For now his focus is on providing his clients with the boat of their dreams so they too can find the wind in their sails, the sunshine on their skin and a sea breeze to wash away all their worries.

To get in touch with Boating World and start your journey into the world of boating contact Derrick Levy via email at derrick@boatingworld.co.za, or call 0861 324 754. Alternatively, visit www.boatingworld.co.za. **LB**