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Telwater revives the Savage brand



'Telwater's Cameron Wood alongside the first Savage 455 Bay Cruiser.' [Click Here to view large photo](#)

Australia's iconic and oldest aluminium boat brand, Savage, has a new lease on life after moving to Telwater's innovative state of the art facility in Coomera.

Savage now has the opportunity to grow, raising its profile throughout Australia by capitalising its brand strength through wisdom and quality.

Savage National Account Manager, Cameron Wood says Savage now has the chance to grow and develop in the aluminium boat market with the quality changes being made by the brand.

'Dealer feedback has told us the exciting new changes to the Savage brand, such as the wider beam in the Jabiru range has been widely applauded,' he said.

'We are working on building and maintaining a good quality, customer service focused dealer network who enjoy being a part of the Savage team.'

'The dealers now have an on-line system that allows them to order boats and monitor the progress of the manufacturing process in order to give the customer an accurate delivery time,' Wood said.

The exciting new range of Savage boats includes 20 favourite and re-vamped originals, including the best selling 385 Jabiru and 435 Bay Cruiser and unique to Savage, the 455 Bay Cruiser with the fibreglass top deck.

Director Sales and Marketing Damien Duncan says the Savage brand identity will remain unique.

'Savage was founded over 100 years ago, the boat brand has an excellent reputation for quality and reliability.'

'The new model designs are unique to the Savage brand, and will defiantly stand out from the crowd,' Duncan said.

The Savage export market is ever expanding, with boats currently exported to Tahiti, New Caledonia, New Zealand and most recently to Japan.

The 385 Big Boy, 435 Bay Cruiser, 435 Jabiru and the 455 bay Cruiser will be available for testing by March 9, 2009.

More at www.telwater.com

by Telwater 6:50 PM Mon 23 Feb 2009



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