

# NEW PRODUCT ALERT



## EzyBoat Announce Their German Market Debut At Boot Duesseldorf 2011

Duesseldorf, 13 Jan 2011 – Europe’s largest consumer boat show will be enriched by a real innovation this year with the Germany debut of the EzyBoat. The British manufacturer will exhibit its folding 4.4m fibreglass craft at the Boot in Duesseldorf, 22<sup>nd</sup> and 30<sup>th</sup> January 2011, on stand C32.



With the EzyBoat there is no need to separate the trailer from the boat. The wheels can be retracted into the boat with a simple push of a lever once the craft is afloat. What’s more, the EzyBoat folds in half, making it very easy to tow behind any size car and easy to store in a garage or parking space.

The boat has been the star of various shows in the UK and in Spain over the last few months, and the company is looking forward to finally unveiling it in Germany. Demonstrations of its functionality and easy operation will be offered to everyone who is curious to find out more. The company will also be using the show to look for dealers and distribution partners.

EzyBoat’s CEO Sascha Giest explains: “The EzyBoat aims to break down barriers and attract new entrants into the boating world, and at the same time it offers a fantastic alternative for existing boaters. Suddenly anyone can own a boat without having to worry about storage space and costs, about having to tow a big trailer, or about a complicated launch procedure. We believe Germany represents a substantial market for this type of craft.”



Weighing just 250kg the EzyBoat is a light but strong and spacious craft and can carry up to 4 adults. With a choice of outboard engines up to 25HP it can be used as a motor boat for fishing and cruising. In addition, adding the optional sailing kit the same EzyBoat turns into an easy to use but well performing sailing dinghy. Thanks to the integration of the trailer into the boat it takes less than 5 minutes to launch it. All metalwork is well protected to enable its use in salt water. See

[www.ezyboat.com](http://www.ezyboat.com) for more information.

Please come and meet us at Stand C32 in Hall 10 for more details. Sascha Giest will be available for interviews throughout the show.

**Contact details:** Sascha Giest, CEO  
EzyBoat Ltd

Tel. +44 845 65 320 95  
[info@ezyboat.com](mailto:info@ezyboat.com); [www.ezyboat.com](http://www.ezyboat.com)

