



Crate's Lake Country Boats Inc. PO Box 805, Orillia, Ontario L3V 6K8 P 705-327-9741 F 705-327-7036

## Crate's Lake Country Boats and Northern Yacht Sales Ink Deal for Riviera Yachts

July 1, 2011 – Brian, Jason and Dan Crate, owners of Crate's Lake Country Boats and Rick Moore, owner of Northern Yacht Sales are very pleased to announce they have reached a strategic agreement that will see Crate's become the exclusive Sales and Service Agent for Riviera Yachts in Ontario. As Riviera's authorized dealer/distributor for Eastern Canada, Northern Yacht Sales is committed to expanding its market share in Canada and when the opportunity arose to team-up with Crate's, the decision was an easy one to make.



When asked about the rationale behind this move, Moore said "we are very pleased with this new initiative and anticipate considerable sales growth with the elevated level of exposure to the market, sales expertise and exceptional Customer Service for the Riviera brand as provided by Crates Lake Country Boats."

Brian Crate says Riviera is a perfect match with Crate's Lake Country Boats corporate culture. "For years we've handled only one brand offering a range of models from 19 to 52 feet. More and more our clients are looking for larger yachts well beyond our current product offering and when this opportunity arose, it was a natural fit.

Riviera is a world-renowned builder of premium quality, ocean-going yachts and it is a brand that we are thrilled to work with!"



The companies are focused on clearing-out the last of Northern's remaining non-current inventory while making way for exciting new models like the breathtaking new 5800 Express Yacht. For more information about Riviera Yachts including special pricing on all in-stock models, call Crate's Lake Country Boats at 1-866-363-7391 or email [sales@crateslakecountryboats.com](mailto:sales@crateslakecountryboats.com).

### About Crate's Lake Country Boats

Headquartered at the Atherley Narrows in Orillia, Ontario, Crate's Lake Country Boats also has two Georgian Bay sales offices at Beacon Bay Marina and Bay Moorings Marina in Penetanguishene, Ontario. With four generations of experience in recreational boating, the Crate family and staff are focused on a single goal - to deliver the ultimate boating experience! The Crate's have built their business on the simple premise that superior customer service is the key to success. For more information, visit [www.crateslakecountryboats.com](http://www.crateslakecountryboats.com).

### About Northern Yacht Sales

Authorized Dealer/Distributor of the full range of Riviera Yachts product line for Eastern Canada since 2003, Northern Yacht Sales will showcase 3 new Rivieras at Crate's Orillia location starting in June 2011. Crate's Lake Country Boats will be responsible for selling and servicing all new Riviera Yachts in Ontario while Northern Yacht Sales will continue to deal with clients on the US Great Lakes, Quebec and Maritime Canada. For more information, visit [www.northernyachtsales.com](http://www.northernyachtsales.com).

### About Riviera Yachts

Riviera Yachts is a leading manufacturer of premium quality express cruisers, express yachts, flybridge yachts and pilothouse motor yachts from 36 to 85 feet. Riviera Yachts are designed, tested and manufactured to exacting international standards at Riviera's world headquarters in Coomera, Queensland, Australia and are sold in more than 30 countries worldwide. For more information, visit [www.riviera.com.au](http://www.riviera.com.au).