



MEDIA RELEASE

Partnership between W.A.R. Bootbau & Boothandel and Faul Erlach

Swiss boatyards W.A.R. Bootbau & Boothandel and Faul Erlach will in future operate as partners. Under the new partnership a range of functions will be centralized, allowing each company to concentrate entirely on its strengths.

Erlach, Switzerland, 10 May 2010 – W.A.R. Bootbau & Boothandel and Faul Erlach, two leading Swiss boatyards, have joined forces, with WAR acquiring an interest in Faul Erlach. The goal of the strategic partnership is to exchange know-how and harness synergies, while at the same time allowing each partner to concentrate more closely on its own individual competencies.

“WAR has a very successful and amenable working relationship with Faul Erlach going back years,” says Stefan Vogel, CEO of WAR. “The Three Lakes Region, where Faul Erlach is based, is one of the most beautiful parts of Switzerland. This partnership will now give us and our marques even greater presence in that area.” WAR acts as sole Swiss importer for high-end Chris-Craft, Sea Ray, Meridian and Coronet motorboats, and as part of the agreement with Faul Erlach will now take over as importer for Boston Whaler as well. “Although Boston Whaler is a niche product, as the exclusive SUV among motorboats it completes our offering very well indeed,” explains Stefan Vogel, who has been designated a member of the Faul Erlach executive and board of directors.

“This strategic partnership has nothing but benefits for both our companies,” says Fredy Faul, a member of the Faul Erlach executive. “While WAR will take on a range of centralized functions such as marketing, procurement and import, we can devote ourselves exclusively to selling, renting out and maintaining boats, and looking after our customers.” Thanks to the creation of an exchange program, the agreement will also benefit apprentices training at the companies’ workshops in Adligenswil in Canton Lucerne, and Erlach on Lake Biel.

About W.A.R.

W.A.R. Bootbau & Boothandel AG in Central Switzerland has been in operation since 1966 as an expert provider of motorboats, yachts and a full range of related services. In its capacity as sole Swiss importer and partner for luxury marques Chris-Craft, Sea Ray and Meridian (United States) and Coronet (Denmark), WAR has its own team of experienced boat service and repair specialists at workshops in Adligenswil near Lucerne. WAR is also involved in selling and building jetty and harbor facilities, as well as running boat rental operations and marinas on Lake Lucerne and Lake Zug, and a lakeside fueling station in Zug. Rounding off its comprehensive range of services, the company acts as a mooring agent for practically all Swiss lakes via the WAR partner network, and runs a motorboat school.

About Faul Erlach

Faul Erlach AG has operated successfully in the Swiss Three Lakes Region for several generations. Besides supplying QuickSilver, Boston Whaler, Sea Ray and Chris-Craft motorboats, the company offers its customers a comprehensive range of services from exhaust gas testing through moorings, fueling stations, motorboat rental, and a motorboat center.

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