

Home > [News and Reviews](#) / [Article](#)

[The Iconic Savage receives a new lease on life](#)
27 Feb 2009 | Savage, Australia's oldest aluminium boat brand, is now produced on the Gold Coast.... [more](#)

[Test: Hooker 8m Pro Fisherman](#)
24 Feb 2009 | A great performance boat for blue water fishing... [more](#)

[525 Revival](#)
20 Feb 2009 | John Willis tests the three new 525 Revival boats... [more](#)

[Haines Hunter Patriot 760](#)
18 Feb 2009 | John Willis tests the new Haines Hunter Patriot 760... [more](#)

[Test -- Cruise Craft 630 Executive](#)
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[Become a Beachcomber](#)
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The Iconic Savage receives a new lease on life



27 Feb 2009 | *Savage, Australia's oldest aluminium boat brand, is now produced on the Gold Coast.*

Since our prize boat was made in Melbourne, Savage, Australia's oldest and most iconic aluminium boat brand, has a new lease on life after moving production to an innovative state of the art facility in Coomera, on the Gold Coast.

Savage's National Account Manager Cameron Wood says the product 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 plus unique to Savage, the 455 Bay Cruiser with the fibreglass top deck.

Director of 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 very soon

Tuesday, 3 March 2009



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