

## Service Excellence Award 2006

### The story:

**GARMIN** - "I had an eight-year-old Garmin GPS48 which failed. I returned it to Garmin for repair and they replaced it with a new GPS76 free of charge." This is just one of many stories received concerning Garmin Europe's outstanding attitude to service which often oversteps the boundaries of legal obligation.

**STEEL DEVELOPMENTS** - "If not on first name terms with the people at Steel Developments, you soon will be!" Just one of many recommendations made on the ybw.com forums to those with propeller woes. This company is regularly praised for meeting promised delivery dates, for its new propeller sales, its no-nonsense service and the quality of its repair work.

**BA PETERS** - "Early on in the ownership of my boat I had a problem with a turbo. I limped back into Chichester Marina at 3pm Sunday afternoon and half-an-hour later I had a Peters engineer diagnosing the problem, despite the fact that the boat was not supplied by them." Peters plc is consistently praised for its quality service which often surpasses customers' expectations.

**SEA START** - Sea Start has a long history of providing friendly and timely service to boat owners in the Solent. This organisation's roaming water borne engineers have saved many a weekend break, longer holiday and even perhaps a marriage or two!

**SOUTHWATER MARINE** - "After seven working days of attempting to get an approved engine dealer to diagnose and rectify a fault I gave up and put an afternoon call into Southwater Marine. At 9:05 the following morning an engineer had been to the marina, boat inspected, diagnosis conducted, photographs taken, parts availability checked and an un-prompted call with a solution and cost offered. Comments and photographs were regularly e-mailed to report on progress." Just one of several wide-ranging accounts praising Southwater's attitude and response to its customers.

Service excellence is vital to the future of leisure boating. Each of the five nominations deserves the highest accolade and in final assessment the judges could not split two of them at all. Accordingly the joint winners of this year's marine service excellence award are Garmin Europe and Southwater Marine. While their businesses are very different in nature, each has consistently stretched far past its formal obligations to ensure that its customers get real enjoyment out of their boating.

# The IPC Media Marine Awards 2006

The IPC Media Marine Awards were held on Friday 6th January 2006

Supported by the BMF, RYA and YJA the inaugural IPC Media Marine awards were presented at a Gala Ball held at Old Billingsgate, EC3 a prestigious venue overlooking the Thames.



YJA, RYA, British Marine Federation, Peters PLC,  
Raymarine, Sealine, Sunseeker, Veneziani

## The Essential Facts

### What are the IPC Media Marine Awards?

The IPC Media Marine Awards are the 'Oscars ceremony' for the marine sport and industry. Endorsed by the BMF, RYA and the YJA the awards celebrate and recognise individual achievement as well as excellence in boat manufacture and product design.

### [The Award Categories](#)

#### [Sailboat of the year under 40ft](#)

For the best international sailboat under 40ft, on the market in the 12 months before 30 September 2005.

#### [Sailboat of the year over 40ft](#)

For the best international sailboat over 40ft, on the market in the 12 months before 30 September 2005.

#### [Motorboat of the year under 40ft](#)

For the best international motor boat under 40ft, on the market in the 12 months before 30 September 2005.

#### [Motorboat of the year over 40ft](#)

For the best international motor boat over 40ft, on the market in the 12 months before 30 September 2005.

#### [Innovative Boat of the Year](#)

For the manufacturers of any type of boat, including RIBs, multihulls, day sailors and dinghies that combine innovative thinking with an emphasis on practicality and commercial viability.

#### [Marine Product of the year: electronics](#)

For the best new electronic product or navigational aid on the market in the 12 months before 30 September 2005.

#### [Marine Product of the year: engines](#)

For the most innovative engine design on the market in the 12 months before 30 September 2005.

#### [Marine Product of the year: gear](#)

For the best other marine equipment on the market in the 12 months before 30 September 2005.

#### [Service Excellence Award.](#)

Awarded to the company or organisation that has excelled in offering its customers the very best standards in customer service.

[www.marineawards.ybw.com](http://www.marineawards.ybw.com)