



**Phuket, Thailand. 2 December, 2010.** Riviera, Australia's largest boat manufacturer, has awarded Lee Marine International Marine Brokerage of Phuket, Thailand its 2010 Service Excellence Award for exceptional customer service.

Lee Marine Managing Director, Joshua Lee commented: "This fantastic news for all of us at Lee Marine. Riviera is a long standing and valued customer which has proved in the last two years how to fight back from adversity to keep building high quality boats. On behalf of our service department and the entire Lee marine team, we are delighted to win this award."

Lee Marine has been Riviera's dealer in Thailand for 10 years,

The citation, read out at a dinner in Queensland, Australia on Wednesday, 24 November read: "Service Award: Dealership that provided exceptional customer service and maintained a strong level of brand awareness without compromising the service capabilities."

Riviera CEO John Anderson said: "I commend Lee Marine on their hard work, dedication and tremendous results in customer service and sales."

The Asia Pacific Dealer Awards have been running for 16 years to recognize outstanding achievement and dedication to Riviera's loyal owners and brand.

At the 2010 Sanctuary Cove and Sydney International Boat shows, Riviera sold more than 40 boats in eight weeks, heralding a strong comeback from near receivership. Leading the way is the innovative Riviera 53 Enclosed Flybridge, due for release in March 2011.

The Riviera 53 is ideal for Phuket and South East Asia conditions. This is now the largest flybridge model to be powered by the Volvo IPS pod drives and is sure to benefit in terms of performance, handling and economy.

Said Mr. Lee: "With models like the Riviera 53, its modern manufacturing techniques and some good old Australian fighting spirit, Riviera is back at the top of its game. All of us at Lee Marine congratulate them and thank them for this great award."

**About Lee Marine International Marine Brokerage**

Since incorporation in 1997 Lee Marine has become Thailand's leading yacht sales and service company, offering a full range of new and pre-owned vessels. Our specialists concentrate solely on yacht sales and services and have refined these processes to be clear, efficient and effective. Lee Marine are authorized distributors in Thailand for Riviera Marine, Ferretti Yachts, Pershing Yachts, Jeanneau Power and Sail and Riva boats.

#### **About Riviera,**

Riviera is the largest and most respected luxury boat building company in Australia and a major player in the global marine industry. Today, the company builds luxury boats from 36 to 85 feet in length across five lines: Open and Enclosed Flybridge, Sport Yachts, Offshore Express and Motor Yacht models. Founded in 1980, Riviera now operates from the largest luxury boat building facility in the Southern Hemisphere, a 14-hectare state-of-the-art waterfront site at Coomera on Queensland's Gold Coast. The company exports about 50 per cent of its annual production to a dealer network that now spans more than 30 countries and every continent in the world. The name Riviera is synonymous around the world with quality, style, innovation, sea keeping ability and value. The company's primary objective is to continue to deliver outstanding boating options to its ever-increasing owner base.

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