

TAKING IT TO THE EXTREME

Extreme Boats is a family-run business that began manufacturing boats in 1998 in small runs and has gone from strength to strength. Owned by Glenn and Dianne Shaw have established one of New Zealand's most respected and award-winning aluminium boat brands.



The newly released 745 Walk Around won three major awards on its release at this year's Hutchwilco Boat Show.



It's all go in the finishing shop as boats are prepared for delivery to the nationwide dealer network.

Glenn Shaw is proud of the many awards they carry off from the Hutchwilco NZ Boat Show every year.



From the outset, they could see no benefit entering the trailer boat market without introducing a series of recreational boats with a significant point of difference. Over the years, the company has excited and surprised the market with innovative designs that have set new standards, be it centre console fishing boats or hardtop family cruisers.

Designed as a range of serious off-shore boats based on proven hull technology, all their boats feature deep-vee hulls, with a fine entry for high-speed head sea performance, all while retaining a high chine with a full shoulder for excellent sea-handling. Excellent stability at rest or full-throttle comes from a pair of very large aft chine flats. This also makes for an incredibly dry ride. It is these features that have allowed Extreme Boats to grow from a small company producing a few boats in 1998 to a sizeable company today. They now employ 80+ staff and create more than 300 new boats annually thanks to a strong following from boaties both in New Zealand and around the world.

PPB had a chat with Glenn Shaw and asked him a few questions about how the business developed over the years and what the future holds.

When you started the business, did you have a strategic plan, or was it a one day at a time scenario? For sure, it was taken one day at a time. I have always been into fishing and boating, so I decided to build myself an aluminium boat, somebody wanted to buy one, and the ball started rolling from there.

Have those plans changed much over recent years, and if so how? I think we still take things day by day. We are constantly expanding and looking for new opportunities to feed the growth and take those opportunities as they come.

What were some of the significant milestones/models over the years? Exporting into Australia was a big leap forward for us and now accounts for a third of our sales through an extensive dealer network. We began competing in the industry awards at the Hutchwilco 15 years ago and have had significant success with this from the get-go, which has led to Extreme being the most awarded aluminium boat brand in New Zealand... Ever.

How was the acceptance of the local market when you first started? Fibreglass dominated early on which made turning heads to an aluminium

boat difficult. However, this has completely turned on its head over the years with alloy boats now dominating the market in NZ. We pride ourselves on build quality, high-end finish and the signature Extreme boat style and lines, so competing with the finish and quality of a fibreglass boat has not proved to be an issue.

How is your export sector developing and into what markets? Export to Australia is going strong and still growing well. Recently we have attended the Southampton boat show in England, which was very successful and promising, Export into England

COMPANY PROFILE



Just two of the more than 300 boats that leave the factory every year.

Attention to detail is a feature of every boat as it goes through production.

and Europe is now well underway. Also, early in the new year, we will be attending multiple boat shows through the U.S and Canada which is also showing a great deal of potential.

Has there been a swing to any particular style of boat in recent years, and if so, why? The major thing we have noticed is the size of the boats, getting larger and larger. Ten years ago, a 7m boat was what we considered to be reasonably big which is now a run of the mill size with a lot more boats coming through around the 9mtr mark.

How has the production methods and build processes changed in recent years? Two years ago, we introduced a production line method that caters for our range under 8mtrs. This has proved to be very successful concerning build quality, efficiency, staff training and quality of working conditions for our staff.

What is the size now of your factory and staff levels? Extreme boats now employ 85 Staff. This consists of, Office and Sales staff, Designers, Fabricators, Painters, CNC Operators, Glaziers, Upholsterers and a fit-out team. Eliminating outwork and having Every department under one roof

has been a big focus which has been a very positive approach to ensure quality, communication and good time management.

How many boats are you producing annually, and what percentage is exported? Currently, we are producing around 300 boats per year and aiming for about 450 over the next few years. With 1/3rd of our production exported however, we expect this to grow with the exploration into the U.S, England and Europe.

Traditional you have only built trailer boats, so why the new venture into larger cruisers? We can see a hole in the market for aluminium sportfishing yachts, so we decided to do our own. We have got off to a great start with two large Legacy models in build and more to follow these in the future. It's also been a lifelong dream to get into this luxury sportfishing yacht market, so we are very passionate and committed to making this a success.

What models will the new cruiser range consist of and what will be the first boat built? Legacy will have a range of Sportfishing cruisers. 70 ft being the flagship at this stage (currently in build), 60, 50, 45, 40 ft models in various configurations are

well into the design process. Also, some commercial builds are starting to raise their heads which we are also very willing to take on. We currently have inbuild a 40ft catamaran that will be in service as a diesel delivery vessel to other commercial operations on the Auckland harbour Great Barrier Island. This vessel is on track to be in action early in 2020.

What in your opinion, are the key factors that make Extreme stand out from its competitors? Build quality and after-sales service are key features of our business. We put a massive amount of effort into marketing and boat shows which have proved to be priceless from the success we have had from this effort. Also, we have an in-house design team that are constantly tweaking the models to ensure we are keeping ahead of the game and setting the trend rather than following it. This is driven by our own experience in boat and customer input also.

What have you got on at the moment and what's planned for the future? To Continue expansion of Extreme boats and the Legacy range. We plan to keep moving forward and evolving as we always have. ☺



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