



PRESS RELEASE

March 2006

Reliance Brings New Quality Control Benefits to Berthon Yacht Brokers

Leading UK-based logistics and marine support specialists, Reliance Yacht Management are the providers of the latest, detailed quality control measures now being implemented by Berthon International of Hampshire, England to ensure that new Feeling Yachts reach clients in fault-free condition.

The meticulous 600 point inspection is conducted immediately outside the factory in Les Sables D'Olonne, France prior to acceptance by the owner. At each check the condition of the boat is recorded and any problems rectified as instructed by the manufacturer and free of charge to the client.

Nick Irving, Managing Director of Reliance Yacht Management, says: "The clear benefits have been enthusiastically welcomed by the leading Feeling Yachts distributor. Their brokers can be confident that sales efforts won't be hampered by unforeseen product niggles and buyers can enjoy their new purchases without the frustration of discovering faults. Overall this can only be to the advantage to the Feeling brand and the reputation of Alliaura."

James Troup, Feeling yacht broker of the Berthon International has confirmed his approval of the competitive edge this unique approach brings, saying: "After reviewing the new QC procedures I believe these are going to greatly enhance the customer service we are currently giving our clients."

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For further information contact Nick Irving at Reliance Yacht Services Ltd.

Also see case study at www.reliance-yachts.com

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