



THE HINCKLEY COMPANY®

Since 1928

Hold until March 20

Contact: Rosemary O'Brien
robrien@hinckleyyachts.com

Hinckley Yachts Introduces Certified Pre-Owned Program.

Hinckley's service yards and brokerage components support a certified pre-owned program for the after-market that has eluded other builders.

Portsmouth, RI - Buyers of previously owned Hinckleys can now get what buyers of previously owned luxury cars have been enjoying for years: a Certified Pre-Owned (CPO) program that offers extended warranties and the assurance of knowing their purchase has been factory maintained. "Many Hinckleys that reach the used boat market have not only been built by Hinckley, but they have been maintained throughout their life by our own staff. We know these boats, we know that they've been properly serviced, we represent them in the marketplace, so our confidence in them is very high," said Hinckley CEO Peter O'Connell. "Extending specific warranties to a new owner is easy for us, and it feels like a good way to welcome a new owner into our brand family." O'Connell made the announcement at the Hinckley Owners Rendezvous at Ocean Reef in Key Largo, Florida over the weekend.

The first certified pre-owned Hinckleys will appear on the brokerage market this month.

In order for a Hinckley to qualify for CPO status, it must have been serviced in the company's seven service operations, or in a yard authorized to service Hinckley products. The boat must then undergo inspection and be listed for sale with a Hinckley-owned sales office. There is no program cost to the seller or buyer of the certified pre-owned boat.

The warranties provided by the program vary according to the age of the boat. Platinum coverage, for boats less than five years old, provides a lifetime hull and deck warranty and a powertrain warranty for the balance of the original manufacture's, plus two additional years. Gold coverage, for boats 5-10 years old, provides a hull and deck warranty for 12 years from the original date of build, plus two-years of powertrain coverage. Silver coverage provides Hinckleys over ten years old a one-year powertrain warranty.

“Hinckleys already retain their value well when resold, and have among the lowest depreciation rates in the industry. We think that the certified pre-owned program will further enhance value retention. Owners whose boats are about to come on the market as part of the program are excited about the prospects,” said O’Connell.

About the Company.

The Hinckley Company’s roots are deep in the soil of Maine boatbuilding. The company, founded in 1928 to build and care for the boats of the local lobstermen, has been in continuous operation building such classics as the Bermuda 40 and the Picnic Boat. Henry Hinckley set the course with the Bermuda 40 in the early 1960s when he crafted her stunning lines out of a radical new material, fiberglass. *This combination of elegant form, material innovation and brilliant attention to finishing detail set the course Hinckley has been on ever since in the pleasure boat business.*

Today, Hinckley builds Jetboats and sailboats from 29 to 55 feet and supports its owners and other yachtsmen with its network of service yards from Maine to Florida. Two other distinguished boat builders, Hunt Yachts and Morris Yachts, were recently acquired. The President and CEO of Hinckley is Peter O’Connell. For information please visit www.hinckleyyachts.com.