



Fisherman & Boatowner New Boat Release



Savage

Returns To The Fray

It wasn't that long ago when Savage Aluminium Boats were one of the top selling aluminium boat brands in Australia. In fact, the industry used to joke that Savage owned the market below the latitude of Coffs Harbour, and Quintrex ruled the roost north of the line. How times have changed - and in one of the most interesting developments for some time, Telwater (manufacturer of the rival Quintrex and Stacer brands) has emerged as the owner of the Savage brand too, and released the first of their new versions of this iconic brand. Editor PW reports.

The Savage brand of boats has been around in fibreglass boats, fibreglass yachts, aluminium boats – all the way back to the timber boats the Savage family originally built in Williamstown, Victoria at the turn of the century. It's been a proud heritage and some wonderful craft have gone down the ways from this exceptionally talented family of naval architects, boat builders, yacht designers and sailors. In the 70s-80s, pioneers Tom and

brother Jack Savage retired, leaving “young” John Savage to take the brand forward through the 1980's into the 1990's. With some genuine foresight, John Savage realised in the 1990's that trailerboating as we knew it, was starting to take a back seat in the nation's pastimes and priorities, and when he was made a multi-million dollar offer by the Brunswick Corporation (that's Mercury Marine's parent) to purchase this renowned family business, there was not a lot to hold him back from accepting their

offer. Subsequently Mercury took over the whole Savage manufacturing process, relocating the factory closer to their head office in the Dandenongs, and getting stuck into the complex process of building aluminium boats to the very high standards Savage had achieved over the years. It was in that era when so called “vertical integration” was the new economic God, and at a time when Mercury Marine was “buying transoms” (you and I would call them