

Press release

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## Williams Jet Tenders adds to sign ups for London Boat Show 2018

One of the world's leading jet manufacturers, Williams Jet Tenders, is the latest name to commit to the London Boat Show 2018, leading a long line of renowned British and international brands taking space at the acclaimed Show. Alongside its two new complementary Shows, the Boating & Watersports Holiday Show and Bespoke London.

In recent years, Williams Jet Tenders has enjoyed a prominent position at the event, located towards the heart of the Show, and next year will be no different. Visitors to the re-defined 2018 Show can discover the familiar display of award-winning tenders from this home-grown brand, including models from across its MiniJet, Turbojet, Dieseljet and Sportjet ranges.

Ollie Taylor, OEM Sales and Marketing Manager at Williams Jet Tenders, comments: "The London Boat Show is a key event for us to engage new customers, launch new models and ultimately, do business. We welcome the dynamic changes being introduced for the 2018 Show and believe they will only further enhance the business opportunities this Show already affords our brand."

Murray Ellis, Chief Officer of Boat Shows at British Marine, adds: "We're pleased to welcome Williams Jet Tenders to the 2018 London Boat Show. The new plans we have put in place for next year's Show will not only engage new visitors within the world of boating and introduce them to the Williams brand amongst others, but they will further enrich a Show which has already enjoyed 63 years of showcasing some of the best marine brands from across the world."

This announcement follows the unveiling of the third newest attraction which will appear across the three Shows in January 2018. The Legends Theatre will welcome an array of sailing superstars from past and present across the five days, taking pride of place in the London Boat Show. It will accompany the Inland Holidays attraction and Beach Resort, both located in the adjoining Boating & Watersports Holiday Show.

**ENDS**

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### Notes to editors:

#### About British Marine Boat Shows:

The London Boat Show at ExCeL London and TheYachtMarket.com Southampton Boat Show are organised by British Marine Boat Shows, a division of British Marine.

The 2018 London Boat Show will take place from 10-14 January 2018 at ExCeL London. For more information visit [www.londonboatshow.com](http://www.londonboatshow.com)

TheYachtMarket.com Southampton Boat Show 2018 takes place from 14–23 September 2018, see [www.southamptonboatshow.com](http://www.southamptonboatshow.com) for more details

