

IN BRIEF

► ROLCO BOATS WILL BE CELEBRATING THE COMPLETION OF THEIR 200TH BOAT AS THEY ROLL UP FOR THE MELBOURNE BOAT SHOW THIS YEAR. IT'S A CONSIDERABLE ACHIEVEMENT FOR THE MELBOURNE-BASED BUSINESS, WHICH RELEASED IT'S FIRST BOAT AT THE 2006 BOAT SHOW.



Owner Lloyd Brewer went into boat production with his eyes wide open, having been a major parts supplier to the industry through Kincaid Marine Rolco, which has been in business for over 40 years, and which he has headed up for the past decade, and also previously through Lloyd Brewer Engines. During that time he has personally been involved in building over 1000 engines for ski boats and numerous ski race boat engines. Kincaid Marine Rolco also has a fully equipped engine re-conditioning shop including crank grinding, re-boring, honing and cylinder head reconditioning. Brewer's aim has always been to carry out as much work "in house" as possible. When Brewer made the jump from supplier to boat manufacturer, his initial aim was to release an afford-

able, quality product onto the market and quickly build a customer base throughout the country. Two hundred boats in that space of time means Rolco is firmly established as a major player on the local scene, with big plans to keep growing. "I was confident in the beginning that we could get a product out their that would appeal to the public," Brewer says. "Initially there's a lot of opposition to any new venture, but we were fortunate to have a strong presence in the marine industry through Kincaid Marine Rolco. And we aimed to deliver a quality boat at a price that people found very attractive." Rolco now have a range of ski / wakeboard boats that encompass the entry level Nirvana, middle of the

range Phoenix and well-appointed Evolution that has received World Record Capable Tournament Accreditation. There are plans to increase the range with a V-drive wake model in the near future as well. "We're now in a position where we offer a great range for our customers. But the real focus for us has been to ensure the quality of the boats is world class. "We are building our business based on satisfied customers, and already we are seeing people who bought from us in the beginning upgrading to another boat in the Rolco range." Brewer says he is able to control the quality of the boats by having virtually all aspects of the manufacturing process done in-house. Headquarters in Cambellfield in Melbourne's north, houses the engi-

neering, trim and fit-out aspect of the business, while Rolco's fibreglassing division is located in Echuca. Kincaid Marine Rolco built its name on the back of inboard marine engines, accessories and underwater gear, and this has formed the backbone of the boats now produced in house. They still continue to provide engines and parts to other manufacturers, as well as carrying out mechanical repairs, servicing and insurance work to imported and also locally made ski boats for a large customer base. Rolco boats use a range of brand new as well as remanufactured marinised 350 Chevrolet engines, and also offer the latest fuel injected Gen 3. "Many of our customers are more than satisfied with the value for money they get from our hand built,

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remanufactured engines. The new 350 Chevrolet engines we use are the same as that used by other leading marine engine companies, and we set them up to be exceptionally reliable. "For customers who want something more, we are able to offer the Chevrolet Gen 3 engine for only \$6000 extra, which is substantially cheaper

than other brands." "We are getting sensational performance from the Gen 3, and customers who take this option have been more than satisfied with the power, fuel economy and reliability. There are two models; one being 350hp and the other a whopping 410hp. "The Gen 3 engines feature state-of-the art fuel injection, and we employ

the best tuning and technology in setting them up for our boats. We also only use the highest quality ancillary parts, like brass ball bearing water pumps, 100 Amp alternators and professionally designed and manufactured wiring looms. It all adds to the quality we put right through each boat." Rolco have worked hard to ensure after-market service levels exceed customer's demands. An advantage of the Gen 3 is that any garage that has the diagnostic equipment to service a Holden Commodore can service a Gen 3 fitted Rolco. This is particularly handy in small country ski towns which is the majority of places ski boats are used. The 40 plus years of established relationships with just about every ski boat service centre throughout the country (especially in the smaller ski areas) allows customers to have confidence of excellent backup service for any Rolco Boat.

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