

Linguistic Analysis of English Advertising Slogans in Yachting

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The paper discusses the linguistic characteristics of yachting slogans, short messages that advertise sail and power boats, boating equipment and services in nautical magazines. The objective of the paper has been to identify and describe the language features of yachting slogans at phonological, lexical, syntactic and semantic level, with due attention drawn to the functionality of these messages in comparison with the messages relayed by slogans in other trades. The study has revealed that, due to the specific market niche, most yachting slogans tend to use specific language devices and discourse. The qualitative analysis has enabled familiarisation with the principles of creating advertising slogans in yachting and their most prominent strengths and weaknesses. Hence professionals involved in designing and releasing advertising slogans may also find the results of the study useful.

KEY WORDS

~ Advertising
~ Slogan
~ Yachting
~ Linguistics
~ Analysis

1. INTRODUCTION

Advertising slogans are simple and memorable phrases that are designed to capture the essence of a product or a service and to efficiently relay the essential message a company (or country, city, destination...) wants its audience to remember. This paper discusses the language features and the function of slogans advertising sail and power yachts and boating equipment and services, hereafter referred to as "yachting slogans". The corpus consists of slogans that appeared on the pages of four nautical magazines, in their issues that came out over a one year period.¹ Other "non-yachting" slogans, used for illustration and comparison with yachting slogans, have been borrowed from the works cited in the list of references. Like all advertising messages, yachting slogans are designed to attract attention of the target population, to create desire and drive to action. The objective of the paper has been to identify and analyse specific features of yachting slogans at phonological, lexical, syntactic and semantic levels, with due attention drawn to their functionality in comparison with the messages relayed by slogans in other trades. The descriptive method has been applied to define and explain the meaning and purpose of the slogans. The stylistic analysis has been used to identify the tools that make yachting slogans original, functional and able to deliver specific messages to a specific consumer niche. The study has revealed that these messages have their intrinsic discourse and a recognisable "personality" of their own. The study has also enabled familiarisation with the principles and techniques of creating advertising slogans. The presented analysis of features, specific potentials and constraints of these short phrases provides

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1. More, 2010, Frabra press d.o.o., Croatia; Nautica, 2009, Profectus media d.o.o. (Croatian edition); Yachts Croatia, 2013, D. Š. Savjetovanje d.o.o.; Val navtika, 2013, Val navtika d.o.o., Slovenia.

slogan designers with certain guidelines so that they too may find the results of the study useful.

2. MISSION OF THE ADVERTISING SLOGAN

An advertising slogan is an important element in brand building. Along with other advertising elements (text, specification, image, logo, video, music, jingle...), an advertising slogan helps develop a recognisable image for the product, service or cause it is representing (Ke and Wang, 2013; Conley, 2010). For example, the slogan *Washing machines live longer with Calgon* suggests that Calgon dishwasher tablets are smart technology-friendly products. This inevitably enhances their competitiveness among the products featuring similar quality and price. Combined with a catchy jingle, the slogan may remain in consumer's memory forever. Nike's simple logo and equally simple slogan *Just do it* – a piece of advice saying “do not stall, do not procrastinate” – encouraged thousands of people across the world to get off the couch and “do it”, i.e. go outdoors, start exercising and start buying Nike products.

2.1. Brand Slogans and Business Slogans

In the advertising business there are two basic types of slogans: brand slogans and business (or corporate) slogans. According to O'Guinn, Allen and Semenik, brand advertising communicates the specific characteristics, values, and benefits of a particular brand, affecting the way consumers view the brand (i.e. product / service / cause / destination...) compared to others.² Famous brand slogans include *It gives you wings* (Red Bull), *Melts in your mouth, not in your hands* (M&Ms), *It keeps going, and going, and going* (Energizer Batteries), etc. *Just do it* may be considered as a brand slogan but it can be as well considered as a business (or corporate) slogan since it does not advertise just one product but an entire array of Nike products. Indeed, the slogan helped establish Nike as a recognisable brand worldwide, becoming part of the company's identity and reputation (Ke and Wang, 2013). Corporate slogans are designed to generate favourable attitude towards a company as a whole. Well-known users of corporate advertising include General Electric (*Imagination at Work*), L'Oréal (*Because you're worth it.*), Sea Ray (*Launch into living*) etc. While the business / corporate slogan “affects the company's image and reputation, the brand slogan affects the viewer's immediate reaction” (Solomon, 2015). However, both types of slogans are designed to attract attention, enter consumers' memory, affect emotions and motivate, i.e. influence the way consumers behave. They have similar mission, similar structure, and similar poetics.

2. More about the typology in: Thomas C. O'Guinn; Chris T. Allen; Richard J. Semenik, *Advertising and integrated brand promotion*, 6th ed., Mason, OH: South-Western, Cengage Learning, 2012, p. 33.

Therefore, for the purpose of this paper, brand slogans and business slogans are jointly referred to as “advertising slogans”.

2.2. Common Characteristics of Advertising Slogans

In order to perform the above mentioned tasks, advertising slogans have to meet at least some of the essential requirements. Firstly, a slogan should emphasise the key benefit of a brand, and help differentiate the brand, i.e. make it recognisable on the market. For example, there are many vacuum cleaners with similar value-for-money on the market, but a consumer might pick an Electrolux because of the humorous and resolute message (*Nothing sucks like an Electrolux*). Similarly, if a consumer needs a sailboat of a specific size, there is a wide range of vessels that match both his/her preferences and budget. Marketing techniques and slogans are here to drive consumers towards a decision, suggesting that the brand they support is special, unique, better or *Different... Like you* (Saltus brokerage & charter). Furthermore, the slogan should make the consumer feel “good”. The message should not be negative. *Life is good* (LG), *Beautiful. Colorful. You.* (Bonne Bell makeup), *The perfect moment between past and future* (Rochas watches), *Great ideas for small rooms* (Ikea), *You're in good hands* (Allstate Insurance), *My Goodness. My Guinness.* (Guinness), *Impossible is nothing* (Adidas), *Diamonds Are Forever* (De Beers) are examples of slogans that are positive, appealing and original.³ Advertising messages are not supposed to be complicated or clumsy. The slogan *Get everything. Power, space and style. Live Itama.* (Itama yachts) is way too descriptive and hard to memorise. In addition, an average boater may find it difficult to understand what “Live Itama” might imply. Simplicity is crucial. The length may vary: there are very short messages: *Think different.* (Apple), *I ♥ NY* (State of New York), *Diversity is beautiful* (Kvarner region), *Connecting people* (Nokia). On the other hand, MasterCard's lengthy message *There are some things money can't buy. For everything else, there's MasterCard* is extraordinarily simple and memorable. It is not short but, as Stephen J. Conley puts it, it aims well at consumers' perception of values such as health, family, love etc. that “money can't buy”, and at the feeling of insecurity that vanishes, as suggested, when having a MasterCard (Conley, 2010).

Most importantly, an advertising slogan should be memorable. It has to find its way into consumer's memory and stay there, in order for a consumer to associate the slogan with the product it is representing, and make the consumer feel a desire or need. Memorability may depend on how often and how long the slogan has been used in advertising.⁴ It may also depend

3. See the list of slogan's desirable characteristics in Stephen J. Conley, (2010), pp. 3-6.

4. The famous De Beers company slogan *A Diamond Is Forever / Diamonds Are Forever*, one of the long-lasting slogans, was created in 1948 by Frances Gerety, a copywriter who worked for N. W. Ayer & Sons, Inc.

on how efficiently the slogan is tied to a jingle (e.g. Calgon) and other audio and video material. Yet, the crucial factor that makes a slogan memorable is its own “personality”, i.e. the language features and the message it conveys.

3. LINGUISTIC FEATURES OF SLOGANS IN YACHTING ADVERTISEMENTS

The language used in advertising slogans is essential to the message they want to convey. Given their delicate mission, many yachting slogans make use of rhetoric devices, figures of speech and other tools which can be examined and discussed at phonological, morphological, lexical, syntactic and semantic levels.

3.1. Phonological Aspect

Mnemonic devices that help advertising slogans to be remembered by their targeted audience include sound techniques such as alliteration, assonance, rhythm, and rhyme. The latter is a very frequent phenomenon in advertising, commonly used in jingles, slogans and headlines. English is particularly suitable for creating rhymes due to a large number of one-syllable words. While the rhyme is quite common in slogans advertising children products and mass-consumption products (*Go well. Go Shell. – Shell; The best a man can get – Gillette; Do you ... Yahoo!?! – Yahoo!*), it is not very frequent in yachting advertisements, as they address a limited upscale clientele. Still, rhyme is not entirely banished: *Innovation, performance & luxury. Be the part of Sunseeker family.* (Sunseeker charter); *Safe. Strong. Fast. Built to last.* (Tailored marine, Queensland); *Sea Symphony* (Elan 400).

The latter example provides the assonance – another sound [i] in the second syllable, and the alliteration (repetition of similar vowel sounds). This combination is a dominant sound technique that ensures a remarkable euphonic effect (in the following examples the assonance is underlined whereas the alliteration is marked in boldface type): *The sunny side of life* (Monachus power boats); *Queen of the seas since 1968* (Ferretti Yachts); ***Motion and Mobility*** (ZF Transmissions); ***Set sail for success*** (Sealease service); ***A Riva is a Riva. Always.*** (Riva yachts – Ferretti Group). Assonance and alliteration can help the slogans to achieve a strong rhythm “needed to make it a repeatable sentence [...] easily remembered by the audience” (Thi and Thuy, 2010). It is a very effective device which contributes to remembering both the acoustic and visual forms of a slogan.

Admen pay particular attention to graphics – colour, type and size of the script. It is not possible here to engage in a detailed analysis of graphic features of yachting slogans, but it is only fair to draw attention to the most frequent technique – capitalisation. Barbora Machynková distinguishes two types.

The *initial* capitalization has an emphatic effect because the advertising message looks like a headline, like in Sea Ray's *Where Land Ends, Life Begins*. As a result, the meaning of each word is pointed out. It is typical for English language (Machynková, 2009). Full capitalisation is used in advertising slogans for similar reason: in Heesen Yachts' *Passion, Performance, Perfection*, words are written in small capital letters whereas the initials are normally capitalised, thus graphically reinforcing a strong alliteration of three P's and creating a beating effect – the rhythm.

Rhythm is often used in language of advertising as it has a powerful emotional and mnemonic effect that makes an advertisement or a slogan more memorable. The listener or reader may perceive it subconsciously without even noticing the effect. In literature, rhythm can be achieved by an extensive use of euphonic tools such as assonance, alliteration and rhyme as well as by the alteration of stressed and unstressed syllables. The repetition of similar or identical patterns of strong and weak stresses in lines of poetry is called metre. Yachting slogans almost always feature a regular metre (in the following examples the stressed syllables are marked in boldface type), such as an iamb, an unstressed syllable followed by a stressed syllable (*Be**come** **unique*** – Velvet 115); a trochee, a stressed syllable followed by an unstressed one (***Powering** **business** **worldwide*** – Eaton powerware); a spondee, consisting of two stressed syllables (***Your** **turn!*** – Lagoon 52); a cretic, having an unstressed syllable between two stressed ones (***Breaking** **rules. Setting** **trends*** – Hanse yachts), etc.

3.2. Lexical and Morphological Aspect

Given the targeted population of well-to-do consumers who can afford to own or rent a boat, slogans that advertise boating brands have specific qualities at the lexical level. Unlike words that are commonly used to direct the consumer preference towards mass-consumption products (*good, better, best, beautiful, real, great, pure, perfect...*), the selection of nouns and adjectives used in yachting slogans reveals the values that are advertised as essential in boating (and living). According to a number of the above-quoted messages, being at sea means being alive again: *Launch into living* (Sea Ray), *Start living* (Boot-Düsseldorf boat show). Sailing awakens emotions, imagination and dreams (*Your Ultimate Wave Dreams* – Brioni 44; *Dare to dream* – Princess 58; *Own the dream* – Vicem yachts). Furthermore, being at sea means to be free and independent (*The power to be independent* – Mastervolt electric equipment). Boating implies the absence of everyday limits (*No limits* – Mira, Alena & Fashion Yachts), it is associated with sophisticated life-style and elegance (*Simplicity with style* – Monachus power boats), and it ensures luxuries such as solitude and tranquillity (*The value of the tranquillity* – Lexsia yachts). Even the slogans that advertise pumps and marine toilets make use of the same word corpus, as in the lengthy and

alliteration-loaded *Powerful, efficient flush. Luxurious comfort* (4800 Series VacuFlush Toilets – Dometic Sealand Group).

Excessive exploitation of certain motives (*living, dream, style, emotion, performance, perfection...*) may reduce the strength of the desired effect and, even worse, lead to confusion. It is not surprising that a designer unintentionally creates a slogan that already exists: for example *PASSION, PERFORMANCE, PERFECTION* is used by Dutch yacht builder Heesen Yachts while *Passion, performance and perfection* is used by Focus, German company that produces bicycles and cycling products. As it was pointed out, one of the crucial tasks of a slogan is to help differentiate the brand. In this particular case, both slogans failed, not only because they are identical, but also because in all sorts of trade there are a number of other slogans which use the same word corpus. The saturation of messages may lead to a glut of generic, hollow statements that “simply generate noise in today’s marketplace” (Conley, 2010).

Yachting slogans seldom contain numerals. When they do, numerals usually evoke a tradition that guarantees the brand’s quality: *Yachts built on family bonds since 1875* (Lürssen), *125 years of heartfelt dedication* (Dräger gas detecting equipment), *Celebrating Adventure for 30 Years* (Adriatic Croatia International Club).

Generally speaking, the choice of verbs is very careful in advertising. Although the ultimate purpose of advertising is selling and making profit, advertisements seldom use the word “buy”. Instead, the most frequently used verbs and phrasal verbs include *try, ask, get, take, let, send for, use, call, make, come on, hurry, see, give, come, remember, discover, serve, introduce, choose, and look for* (Thi and Thuy, 2010). Yachting slogans largely follow the rules, avoiding any associations with buying or spending money. Instead, they make use of common alternatives such as *take, get* or *discover*, but also introduce specific verbs that are related to the above mentioned values: *dare, capture, start, launch, sail, keep, feel, imagine, dream...* The most frequent modal verb is “can”: *No storm can stop us* (Aicon yachts), *An idea can take you anywhere* (Pershing power boats), *Control Solutions You Can Trust* (Dynagen Controller). These examples also contain possessive and personal pronouns (you, us...) that tend to shorten the distance between producers and consumers and are therefore used in advertising discourse more often than in other discourses. The most powerful ones are pronouns *you* and *your* because they suggest personal relationship: *Our technology, your emotion* (Sacs S680).

Other lexical features include building new words (*Solutioneering Together – Yanmar*), collocations (*Breaking rules. Setting trends – Hanse; So worth it – Bayliner*), and intertextuality, i.e. the way one text echoes or refers to another text, a phenomenon sometimes difficult to recognize. Intertextuality can be inter-generic, e.g. *Evolution of the species* (Azimut 54),

referring to Charles Darwin’s theory of evolution, or intra-generic, meaning that one slogan refers to another one. The above quoted Dometic Sealand Group’s slogan echoes in a series of messages supporting similar products (parallelisms are underlined or marked in boldface type or upper case):

Powerful, **efficient flush**. Luxurious COMFORT.

Inspired by COMFORT.

Powerful performance. Premium COMFORT.

Compact Design. Powerful, **efficient flush**.

3.3. Syntactic Level

The syntax of the slogans promoting boats and boating equipment and services may include various sentence types, everyday phrases, ellipsis, parallelism, repetition, idioms and, to a certain extent, other rhetorical devices. In general, noun phrases in advertisements are far more frequent than verb phrases.⁵ Often, the advertising text does not contain any verb; it consists only of noun phrases, as in *Support without limits* (BluePoint Yachting) or *The Heart of the Yacht* (Volvo Penta). Adjectives are combined with nouns: *Unbeatable for Quality and Performance* (Gianneschi pumps and blowers) or used independently, usually in clusters, as in *Reliable, Clean, Quiet – and Powerful* (Cummins marine engines). If verbs are used, the phrase may be exclamative (*Your imagination is the limit!* – Vanga 44; *What a yacht – Bavaria; Way of life!* – Suzuki outboard engines), but most frequently imperative: *Capture the dream* (Azimut 58); *Join the movement* (Garmin GPSMAP 720s); *Keep Sailing* (Hempel). Along with imperative, the prevailing verb forms include the present simple tense, usually in the third person singular (*feels / is / ends / begins...*), and gerunds: *Meeting regulations, protecting lives, lowering costs* (McMurdo safety equipment).⁶

Parallelisms are seldom used, but when they are, they contribute to building the rhythm that has already been developed at the phonological or lexical level (*Explore **your** world without leaving **your** home* – Bandido 75; *A small **family** business for big **family** fun!* – Splendor power catamarans). Anaphora is a rhetorical device repeating the same word or group of words at the beginning of successive clauses or verses to emphasize an image or a concept, as in *Feels like home. **Feelin’** alive* (Bond Alena 48). It inevitably includes alliteration, in this particular case: [f-l // f-l]. Unlike advertisements of mass-consumption products, which abound with epiphoras (repeating the same lexical material at

5. More about sentence types and patterns in: Jana Lapšanská, (2006), The language of advertising with the focus on the linguistic means and the analysis of advertising slogans, Comenius University in Bratislava.

6. See also the above examples of slogans containing: solutioneering, celebrating, powering, breaking, setting...

the end of successive clauses or lines), the corpus of the observed yachting slogans does not include a single example.⁷

On the other hand, they teem with elliptical structures. Phrases often lack essential elements such as nouns (subjects, objects), verbs, conjunctions... In the tour-de-force slogans ISAKINDOFMAGIC and ISACHOICE, it is clear that something is missing but it is not clear whether it is a noun, i.e. the boat *Isa 120*, or the verb *IS* and the indefinite article *A* – in case the capitals *ISA* are taken as the acronym of the Italian boatbuilder. According to Jana Lapšanská, the reader of the advertisement “turns to the visual layout, which provides him/her many clues to correct interpretation, so the explicit structure of the sentence is not so important” (Lapšanská, 2006). In *Shuts down outboard thieves*, it is not necessary to insist on the agent, as the name and image of the agent (Y-COP security system) appear in the photograph. *The sunny side of life* is an unpretentious phrase that sounds like a promise. As it is accompanied by an image of a Monachus power boat, it would be redundant and potentially counter-productive to avoid the ellipsis and say “Monachus power boats take you to the sunny side of life / enable you to experience the sunny side of life.”

3.4. Semantic Level (Figurative Language)

Slogans that appear in boating magazines feature a variety of tropes, i.e. words or phrases that are “used in a way that is different from its usual meaning in order to create a particular mental image or effect” (Oxford Advanced Learner’s Dictionary, 2001). Figurative language of yachting slogans includes metaphor, personification, metonymy, hyperbole, antithesis and, less frequently, pun (word play), symbol or paradox.

Dubovičienė and Skorupa point out that metaphor contributes to the aesthetics of the message and emphasizes the main idea, “describing one object in terms of another, usually by means of implicit comparison”, listing a number of famous slogans: *Bounty - the taste of paradise* (Bounty candy bar), *Put a tiger in your tank* (Esso), *It gives you wings* (Red Bull) (Dubovičienė and Skorupa, 2014). Correspondingly, metaphor is an efficient tool in yachting advertisements. Here are some of the slogans that have already been discussed: *Sea Symphony*, *Queen of the seas since 1968*, *The Heart of the Yacht*.

Metonymy uses a single characteristic of a person, product, system or phenomenon to identify the entire entity. The

7. See epiphoras in these examples (marked in boldface type): If anyone **can**, Canon **can** (Canon), Buy **it**. Sell **it**. Love **it** (Ebay), Heavy **industries**. Happy **industries** (Hyundai), See **new**. Hear **new**. Feel **new** (Nokia). (T. Dubovičienė and P. Skorupa, (2014), *The Analysis of some Stylistic Features of English Advertising Slogans, Man and the Word / Foreign Languages*, Vol. 16, No. 3, pp. 61-75, Lithuanian University of Educational Sciences.

8. For example, the British monarchy is often referred to as the “Crown”.

association is always logical.⁸ In *Simplicity with style*, metonymy is used to underline one of the recognisable features (simplicity) of a complex and therefore complicated product such as a cruising power yacht, namely Monachus lobster. There is also a noticeable effect of antithesis (simplicity / complexity). Antithesis is a figure of speech which expresses two opposite ideas in order to emphasise the meaning and the contrast: *A small family business for big family fun!* (Splendor power catamarans); *Perfect Epoxy for an imperfect world* (WEST System Epoxy). Hyperbole, a deliberate use of overstatement or exaggeration to achieve emphasis, is also frequent in yachting slogans: *For Emperors and Princesses* (Brioni 44); *No storm can stop us* (Aicon yachts); *Making progress possible* (Caterpillar marine engines). Other forms of figurative language in yachting slogans include personification, attribution of human qualities to inanimate objects (*Yachts with Ambition* – Steeler Yachts), and synaesthesia, blending of different sense modalities (*Blue Power* – Victron Energy electric products). These tropes represent a potential goldmine: they are not overexploited and are consequently “fresher” and more efficient.

The same goes for all the other underused language tools at the phonological, lexical, syntactic and semantic levels, i.e. transliteration (transformation of foreign words into English), pun (word play), symbol, paradox, polysemy, etc. It might be a sound business decision to make more use of them, instead of insisting on the overexploited language resources that have become hollow and inefficient.

4. CONCLUSION

Unlike every-day marketing discourse or any other discourse associated with boating (specification, reviews, tests of vessels and equipment, articles...), yachting slogans abound in linguistic techniques and figures of speech which have been discussed here at phonological, lexical, syntactic and semantic levels. It has been found out that, although yachting slogans comply with the general advertising rules, tending to be simple, euphonic, mnemonic, etc., they often adopt a distinct “personality” of their own.

At the phonological level, specific mnemonic devices have been observed. While rhymes – often associated with mass production – are rather rare, yachting slogans abound in alliteration, assonance and other tools that create euphony and rhythm. The latter is further reinforced by using regular metres, i.e. alteration of similar or identical patterns of strong and weak stresses.

Given the targeted market niche, yachting slogans have certain specific qualities at the lexical level as well. The dominant word forms are not adjectives but nouns – usually referring to a limited group of motives associated with living,

style, elegance, emotions, imagination, dreams, independence, exploration, solitude, harmony, perfection. Slogans often refer to a boatbuilding tradition as a guarantee of quality. The corpus of the observed slogans has revealed an excessive exploitation of certain motives (*living, dream, style, perfection...*). Such slogans fail to carry out their principal task – to differentiate the brand. Overused words become trite, vacuous phrases to an average consumer. This may result in undesired effects and should be evaded in advertisement designing. Like slogans in other trades, yachting slogans avoid associations with buying or spending money by using verbs like *take, get* or *discover*, but they also use specific verbs such as *dare, capture, launch, sail, imagine*, often in the form of imperatives or gerunds. Pronouns like *you, we, us, our, your...* are essential in suggesting personal relationship between producers and consumers.

The syntax of yachting slogans does not include all sentence types. Elliptical structures and noun phrases, with or

without adjectives, are dominant. Yachting slogans never use questions, rhetorical questions that assume one possible answer, presuppositions, or comparisons. Parallelisms like anaphoras are sometimes used to reinforce the rhythm that has already been developed at the phonological or lexical level.

Finally, at the semantic level, slogans that appear in boating magazines frequently use figurative language, especially metaphor, metonymy, hyperbole and antithesis. Unlike advertising messages in other trades, yachting slogans seldom use synaesthesia, personification, pun, symbol, polysemy, or paradox. The low frequency of these tropes is potentially a great opportunity: from the business standpoint, it might be sound to use them more frequently, instead of insisting on the overexploited language resources that do not appeal to the targeted consumers efficiently any more.

Table 1.

List of the Advertising Slogans in Yachting Examined in this Paper (in Order of Appearance).

<i>Imagination at Work</i>	(General Electric)
<i>Launch into living</i>	(Sea Ray)
<i>Different... Like you</i>	(Saltus brokerage & charter)
<i>Get everything. Power, space and style. Live Itama.</i>	(Itama yachts)
<i>Diversity is beautiful</i>	(Kvarner region)
<i>Innovation, performance & luxury. Be the part of Sunseeker family.</i>	(Sunseeker charter)
<i>Safe. Strong. Fast. Built to last.</i>	(Tailored marine, Queensland)
<i>Sea Symphony</i>	(Elan 400)
<i>The sunny side of life</i>	(Monachus power boats)
<i>Queen of the seas since 1968</i>	(Ferretti Yachts)
<i>Motion and Mobility</i>	(ZF Transmissions)
<i>Set sail for success</i>	(Sealease service)
<i>A Riva is a Riva. Always.</i>	(Riva yachts – Ferretti Group)
<i>Where Land Ends, Life Begins.</i>	(Sea Ray)
<i>Passion, Performance, Perfection</i>	(Heesen Yachts)
<i>Become unique</i>	(Velvet 115)
<i>Powering business worldwide</i>	(Eaton powerware)
<i>Your turn!</i>	(Lagoon 52)
<i>Breaking rules. Setting trends.</i>	(Hanse yachts)
<i>Start living</i>	(Boot-Düsseldorf boat show)
<i>Your Ultimate Wave Dreams</i>	(Brioni 44)
<i>Dare to dream</i>	(Princess 58)

<i>Own the dream</i>	(Vicem yachts)
<i>The power to be independent</i>	(Mastervolt electric equipment)
<i>No limits</i>	(Mira, Alena & Fashion Yachts)
<i>Simplicity with style</i>	(Monachus power boats)
<i>The value of the tranquillity</i>	(Lexsia yachts)
<i>Powerful, efficient flush. Luxurious comfort</i>	(VacuFlush Toilets – Dometic Sealand Group)
<i>Yachts built on family bonds since 1875</i>	(Lürssen)
<i>125 years of heartfelt dedication</i>	(Dräger gas detecting equipment)
<i>Celebrating Adventure for 30 Years</i>	(Adriatic Croatia International Club)
<i>No storm can stop us</i>	(Aicon yachts)
<i>An idea can take you anywhere</i>	(Pershing power boats)
<i>Control Solutions You Can Trust</i>	(Dynagen Controller)
<i>Our technology, your emotion</i>	(Sacs S680)
<i>Solutioneering Together</i>	(Yanmar)
<i>So worth it</i>	(Bayliner)
<i>Evolution of the species</i>	(Azimut 54)
<i>Inspired by comfort.</i>	(Dometic Sealand Group)
<i>Powerful performance. Premium comfort.</i>	(Dometic Sealand Group)
<i>Compact Design. Powerful, efficient flush.</i>	(Dometic Sealand Group)
<i>Support without limits</i>	(BluePoint Yachting)
<i>The Heart of the Yacht</i>	(Volvo Penta)
<i>Unbeatable for Quality and Performance</i>	(Gianneschi pumps and blowers)
<i>Reliable, Clean, Quiet – and Powerful</i>	(Cummins marine engines)
<i>Your imagination is the limit!</i>	(Vanga 44)
<i>What a yacht</i>	(Bavaria)
<i>Way of life!</i>	(Suzuki outboard engines)
<i>Capture the dream</i>	(Azimut 58)
<i>Join the movement</i>	(Garmin GPSMAP 720s)
<i>Keep Sailing</i>	(Hempel)
<i>Meeting regulations, protecting lives, lowering costs</i>	(McMurdo safety equipment)
<i>Explore your world without leaving your home</i>	(Bandido 75)
<i>A small family business for big family fun!</i>	(Splendor power catamarans)
<i>Feels like home. Feelin' alive</i>	(Bond Alena 48)
<i>ISAKINDOFMAGIC</i>	(ISA Yachts)
<i>ISACHOICE</i>	(ISA Yachts)
<i>Shuts down outboard thieves</i>	(Y-COP security system)
<i>Perfect Epoxy for an imperfect world</i>	(WEST System Epoxy)
<i>For Emperors and Princesses</i>	(Brioni 44)
<i>Making progress possible</i>	(Caterpillar marine engines)
<i>Yachts with Ambition</i>	(Steeler Yachts)
<i>Blue Power</i>	(Victron Energy electric products)

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