

30 minutes with World Cat

Q&A

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leisure boating
SA's leading power boat magazine

At the recent Cape Town Boat Show we had the pleasure of catching up with World Cat president Andrew Brown and his newly-appointed International Director of Marketing and Dealer Development Tony Geldenhuys. I was fortunate enough to divert their attention for 30 minutes or so for a question and answer session as interested buyers and avid fishermen flocked to their stand to enquire about their range of crafts such as the 270TE and 250EC that is taking the South African market by storm.

While relaxing in the World Cat's lavish lounge area I asked Andrew and Tony about the company's history, priorities, manufacturing processes and what World Cat can offer the South African boating market.

Q: What's the history behind World Cat?

Andrew: Initially named Sea Cat, our factory in Tarboro, North Carolina has been producing world-class craft since 1992. The company's name-change and

revamped corporate image came along in 1997. Today, World Cat has over 15 300 m² of factory space dedicated exclusively to plug building and mould care. The factory also features top-class facilities and state-of-the-art technology, assisting us in building the best quality crafts out there. World Cat moulds are pulled from plugs cut from the latest in robotic CNC technology, so all parts are guaranteed to be of the highest cosmetic quality and consistency.

Q: Why would World Cat appeal to South African boat buyers?

Tony: Because of SA's notoriously rough waters, local boat-buyers require a quality-built craft, something that has been lacking in the marketplace. Boat owners living along the coast need a boat that's durable enough to withstand the hammering of the ocean. World Cat craft are stable, smooth, fuel-efficient durable and comfortable. We've got a saying: "The rougher the water, the smoother the ride", and we stand by it.

Q: What's been the response from World Cat owners?

Andrew: World Cat owners are thoroughly knowledgeable. They enjoy bragging about their boats and experiences (check out the owner's forum at forum.worldcat.com). Our dedication to innovation, quality and listening to client's needs makes every World Cat owner feel very special. The forum mentioned gives owners the confidence to tell their friends about the integrity of our boats and the quality of their ownership experience. And World Cat demonstrates that integrity where it really matters – on the water – not in glossy magazine adverts.

Q: What's the number one priority when building a World Cat boat?

Andrew: World Cat design and build every boat with four important factors in mind: safety, reliability, fishing and the ability to cruise. Safety and reliability remain the two most important factors we account for in the design process,

though. From our power and fuel systems used, to our 100% composite material construction that we use, to other clever features such as the high gunnels to keep children safe – we design boats that deliver years of uncompromising safety for your family.

Q: What's special about World Cat's twin hull?

Tony: World Cat boats feature a Vectorflo semi-displacement hull system that uses unique fluid dynamics – put simply, an aerated-water cushioned suspension that works like a shock-absorption system. This clever idea softens the ride, increases stability and can improve fuel-efficiency by up to 40% – without sacrificing speed. World Cat is a twin hull catamaran that excites; turns are taken flatter and stability is much greater because it doesn't pivot on its centreline like a mono hull. As it rises out of the water on plane, it will remain stable, and its wider footprint negates any effect of rolling seas.

Q: Do you feel World Cat has successfully integrated the leisure and fishing aspects with their range of crafts?

Andrew: We do construct our crafts with the fishability aspect in mind, but 20% of our clients aren't hardcore fishermen, we believe. After a sea trial, those with large families will fall in love with the World Cat's safety, roomy and cruising dynamics. World Cat delivers all the fishing and cruising features you could ever want in a convenient and practical layout.

Q: Tell us more about importing and distributing World Cat Boats to South Africa?

Tony: After bad experiences with locally built craft, and being a deep-sea fisherman at heart, I went searching for a boat that's durable, fuel-efficient and one that offers smoothness. I discovered the World Cat outfit and made contact with them. After some discussion Andy urged me to visit the States to test-pilot

a World Cat for myself. There I met a dedicated group of boat builders whose obvious passion was manufacturing a smooth operating, high quality boat that would be perfect for fishing or just cruising around. I've since imported and distributed my first batch of World Cat's this year, and the response has been unbelievable. Once you've driven a World Cat, nothing else compares.

Q: What are currently your most popular models and what's next for World Cat?

Tony: The World Cat 330 Tournament Edition has proven to be the number one choice for serious fishermen. This 33-ft (10.1m) maximizes fishability yet offers standard features such as a spacious deck layout, two live wells and plenty of fishbox storage. The 330 TE is undoubtedly the flagship of the World Cat range.

Andrew: The 320 Express Cabin has proved popular amongst the more family-orientated fishermen. This 9.75m offering remains faithful to its fishing roots, but deluxe in every way. The World Cat 320 EC is a fishing family's home-from-home. We are also currently unveiling the new hardcore fishing vessel: the 290 Centre Console. It has an expansive wrap-around bow seating for four adults



and a Euro-style transom to provide more cockpit room. So watch this space!

Q: If I wanted to buy a World Cat, where would I start?

Andrew: Visit the website, www.worldcat.com for more information and pictures of the different models available. Otherwise be sure to check out our forum to view testimonials from satisfied World Cat owners.

Tony: For more information closer to home visit the South African World Cat website, www.worldcat.co.za.

Give me a call on 082 380 0027 or alternatively, drop me an email at tony@worldcat.co.za. ■

