

Whiticar Marine North at Harbortown Marina upgrades marine equipment, offers new sailboat services

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Rich Gardner, a sailboat expert with 38 years of sailing and marine experience, joins Whiticar Marine North, expanding sailboat services available to the Treasure Coast community.

FORT PIERCE — Whiticar Marine North at Harbortown Marina in Fort Pierce has undergone a lot of changes recently and will soon be serving a new segment of the Treasure Coast community. With the recent hiring of Rich Gardner, a sailboat expert with 38 years of sailing and marine industry experience, Whiticar Marine North now offers a wide range of sailboat services.

Adding services that include running rigging, standing rigging and sail care, Gardner will make sailboat service more convenient for St. Lucie County residents and traveling boaters.

"Before now, the closest rigging services company was in Stuart," said Gardner. "The Fort Pierce Inlet is a Class A inlet with different tides and easier navigability than the St. Lucie Inlet. It is already very popular for those sailing from the north and those on their way to the Bahamas.

"Now, we can easily accommodate the service needs of these boaters right at our Harbortown Marina."

The new sailboat service is not the only improvement that boaters in the Fort Pierce area will benefit from. This summer, an upgraded 150-ton Marine Travelift was added to the facility. With an additional 50-ton travel lift already

onsite, this upgrade allows Whiticar Marine North to better serve its customers in need of bottom paint jobs and haul-outs during the hurricane season or dry storage in the off season.

“We pride ourselves on the many services that our location offers, from full-service boat repair, maintenance and renovations to retail and parts sales, there is nothing that Whiticar Marine North cannot offer its customers,” said Whiticar Marine North Manager Tim Price.

“We are constantly investing in improvements to our facilities and adding expertise to our staff to ensure our ability to continue providing the level of service that Whiticar customers have come to expect.”

About Whiticar Marine North

Whiticar Marine North, located at Harbortown Marina in Fort Pierce, was established in 2003 as a division of Whiticar Boat Works, Inc. Whiticar Marine North offers a marina and boatyard, and is well positioned to assist the transient boater with any service or supply needs. Whiticar Marine North offers bottom painting and repairs, air conditioning and refrigeration, engine repairs, mobile service, storage, and hauling with 50-ton and 150-ton travel lifts, to name a few. For more information, call 772-460-0660 or contact Price at tim@whiticar.com.

About Whiticar Boat Works

Located on Florida’s Treasure Coast and designated a “Clean Marina” by the Florida Department of Environmental Protection, Whiticar Boat Works, Inc., has remained at the forefront of the boating community and marine industry since 1947 because of its devotion to quality work and passion for the boating lifestyle. Evolving from the original boatyard located in Stuart, Whiticar Boat Works has established new divisions of the company, including Shearwater Marine in 1996; Whiticar Marine North in 2003; and Whiticar Yacht Sales in 2004, all of which are owned and operated by the same family you have come to know and trust for more than 60 years. For more information, find Whiticar Boat Works on Facebook at <http://www.Facebook.com/WhiticarBoatWorks>, visit <http://www.whiticar.com> or call 772-287-2883.

Story online: <http://www.tcpalm.com/news/2011/nov/17/whiticar-marine-north-at-harbortown-marina-upgrade/>