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E-Lites cruise into the PSP Southampton Boat Show

Leading UK-based electronic cigarette brand E-Lites will rule the waves this week when the company's spectacular new 37ft powerboat gets top billing as the feature boat for the final three days of the PSP Southampton Boat Show.

The newcomer, with vivid red-and-white livery providing a flashback to the iconic cigarette brands that once adorned F1 cars, will take pride of place at the flagship boat Show from 23rd – 25th September 2011.

Throughout the show, visitors will be able to take a look around and admire the boat whilst it stands amid the 300-berth purpose-built marina in Mayflower Park. Up to three times each day, the E-Lites powerboat will lead a flotilla of boats on a short cruise to entertain visitors.



The E-Lites motor boat was launched last month and since then has been involved in a busy programme of racing and exhibitions, with a world record speed attempt to follow in November.

The team's first endeavour was the UIM Marathon Classic the Cowes-Torquay-Cowes race, followed shortly by the Class 3B World Championships, held in Torquay, of which E-Lites were an official sponsor.

E-Lites could not have chosen a better partner for this venture, than BananaShark, with eight British championships under its belt as a constructor, a Formula One British Championship and a pair of speed records at the hands of lynchpin John Cooke.

E-Lites, which has invested in pioneering technology to create the most credible alternative to tobacco cigarettes, are hugely passionate about the powerboat scene and were thrilled to be invited to the PSP Southampton Boat Show.

Adrian Everett, one of the founding directors of E-Lites said: "Since launching the boat in August, we've had great success at various shows and events and are really honoured to showcasing at the PSP Southampton Boat Show – by far one of the most prestigious events in the powerboat calendar.

"As well as sharing our enthusiasm for the powerboat scene over the three consecutive days, we will also be offering samples of E-Lites to those smokers who would like to try an enjoyable and authentic smoking experience, that is significantly healthier, better value and unrestricted for use in almost all public places. So, make sure you come along and see us from 23rd– 25th September!"

The PSP Southampton Boat Show runs from 16th -25th September 2011.

For more information about E-Lites, please visit www.e-lites.co.uk



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@loveboatshows on 

- [about 21 minutes ago](#) we replied [@atlantidash](#) Great to have you at the Show today. We all hope your marathon row today on stand HOO4 goes well. Good luck
- [about an hour ago](#) we Just had Team Atlantic Dash row into the Show.Jamie and John are now on berth MO24 along with Fireman Sam.Come down and meet them

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