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Saunders Yachtworks Launches Gulf Coast Clean Fuel

Gulf Shores, Ala. – October 8, 2014 – Saunders Yachtworks announced today that the company has purchased the fuel polishing assets of Moore Marine, a Pensacola, Fla.-based fuel management company.

Saunders will operate the business out of their facility in Orange Beach, Ala., under the name Gulf Coast Clean Fuel. Nick Moore will join Saunders team as the senior technician for polishing, tank cleaning and fuel management. According to Saunders CEO John Fitzgerald, Gulf Coast Clean Fuel will not only provide its fuel services to the marine industry, but to commercial and industrial customers, as well.

“Fuel management is an important issue for the recreational marine customer,” Fitzgerald said. “Demand for the services offered by Gulf Coast Clean Fuel is increasing, especially with the presence of Tier 4 marine engines and owners whose use patterns are not consistent. In the stand-by power generation market, we can help customers comply with the new government-regulated standards for stored fuels. We also recognize that Nick Moore has built a sound business, and we are honored to welcome him to our team.”

Moore entered the fuel management industry more than 17 years ago. Through extensive research, development, design and engineering, he has increased his service capacity from 15 gallons per minute to 120 gallons per minute and from servicing strictly sailboats to servicing megayachts, hospitals, convenient stores and data centers.

“There are many challenges to the new environmentally-friendly fuels,” Moore said. “We have been diligently facing these challenges and have been successful in reducing emissions and increasing mileage, while reducing maintenance and repairs. Our process is known to improve fuel quality far beyond refinery specifications. As I near retirement, it is my pleasure to ‘pass the torch’ to Saunders Yachtworks, and together, we will continue dealing with the constant changes and improve the new fuels with innovation, excellent service and new product.”

The Saunders family has been in the marine service business in coastal Alabama since 1959. The company operates two full-service yacht facilities with a 165-ton lift in Gulf Shores and a 60-ton lift in Orange Beach. Saunders offers a full array of capabilities, including propulsion engine repowers, boatyard crafts, and exterior and interior refits for vessels up to 130 feet. For more information, please visit www.saundersyacht.com.

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